



GS1 CONNECT *thrive*

ORLANDO * JUNE 4-6, 2024



To:

From:

Re: Attendance at GS1 Connect 2024

Hi

<Supervisor's name>

I am seeking your approval for my attendance at **GS1 Connect 2024 in Orlando, Florida, June 4-6, at the Orlando World Center Marriott**. GS1 Connect® is an annual conference where attendees share industry trends and best practices for supply chain visibility and product data management. The conference also offers unique networking opportunities with leading brands, distributors, retailers, operators, technology providers, and GS1 US® experts to help implement GS1 Standards to address business challenges—not just for today, but in planning for the future.

After reviewing the [conference program](#), I have highlighted below why I would like to attend, and I seek your approval for registering.

1 Getting Business Done

Fifty percent of attendees return year after year! I will be able to meet with our trading partners and industry peers all in one place to conduct business. As attendees, we can meet with solution providers and participate in [Trading Partner Roundtables](#) and “How to Do Business With ...” sessions that provide actionable information that I can put to work when I return to the office.

2 Keeping Up With Trends To Innovate for the Future

I will be taking the time to reset, reframe, and reevaluate our business strategies in an environment that encourages sharing, learning, and collaboration. All attendees will learn about breakthrough solutions to shared industry challenges that no one organization can solve on its own. The Innovation Track and Ask the Experts Hub are opportunities for me to learn how emerging technology and business processes intersect with standards and the digital supply chain.

3 Learning & Education

There are seven distinct tracks with more than 50+ sessions, enabling me to customize my experience!

4 Networking

In addition to the robust session content, I will engage with over 1,200 individuals. See the [500+ companies](#) who attended in 2023. I will gain new insights for my professional development from this diverse group of cross-industry peers and discover new tools and resources I can bring back to the organization.

5 One Trip, Many Touchpoints

Before attending GS1 Connect 2024, I can participate in _____ or GS1 US University to _____.

<Put your specific industry meeting title here>

<Put your specific goal here>

Cost vs. Value

It's true that there is a cost to attend, but this year GS1 Connect is offered at a year-round "early bird rate" of \$2,025, and by registering prior to March 31, I can qualify for extra Early Bird Perks*, including a complimentary night's stay on Monday, June 3, in time to arrive for _____ or GS1 US University split over Monday and Tuesday, June 3 and 4. The value from being able to conduct ____ meetings on-site with _____, _____, and _____ will help offset the costs. Plus, I will bring back learnings and best practices that directly translate into improvements in productivity and outcomes.

Attendance Expenses	
Registration before March 31 includes Early Bird Perks Register Today > GS1 Connect	\$2,025
GS1 US University	
Airfare	
Orlando World Center Marriott (X nights @\$249+ tax/fees) Locate Fees > Reserve Hotel >	
Meals (most included in the conference fees)	
Mileage/Taxi	
Total	

Debrief Plan

I'd like to work with you to develop a plan to share learnings with relevant parties within our organization after the conclusion of the conference. By relaying the key takeaways and resources from the sessions and speaker presentations, I can provide value to the team as well as other departments within the enterprise that could benefit from the information.

Sincerely,

<Insert your signature>

*Attendees who register and pay their registration fee by March 31 are eligible for the benefits of the Early Bird Perks while supplies last. Attendees who register and pay their registration fee by April 15 are eligible for the benefits of the Late Bird Perks while supplies last. GS1 US staff, CAB members, speakers, and other attendees receiving a complimentary registration, and Co-Located Events Only attendees are excluded from this promotion. [See Terms & Conditions.](#)