**SAMPLE LETTER**

Dear [Manager],

I’m requesting approval to attend ITS World Congress 2022, the premier event for uniting the global intelligent transportation systems (ITS) industry, in Los Angeles, California September 18-22.

ITS World Congress allows the smart mobility community to come together to explore the deployment of intelligent transportation technologies that saves lives, improves mobility, promotes sustainability, and increases efficiency and productivity.​

This event features one of the largest showcases of ITS suppliers that can provide solutions for our unique needs – covering traffic management, smart infrastructure & communities, intelligent, connected & autonomous vehicles, vehicle-to-everything (V2X), emergency response, sustainability solutions and more.

Plus, in addition to suppliers, ITS World Congress offers a robust conference program including product demonstrations, panel discussions, and technical presentations, giving me a new perspective and skills to implement into current projects.

Here are a few ways my attendance will help the team:

* **Competitive research**: I’ll be directly exposed to key players from other leading companies. This is a chance to monitor progress and measure results of implementation and deployment of other ITS technology.
* **Comprehensive education**: I’ll get expert insights and hear from top mobility experts, CEOs, CTOs, and key decisions makers that shape the future of ITS today.
* **Supplier analysis**: I will evaluate exhibitors to find the best fit for solving our current challenges and inspiring new methods for our projects.

Please let me know if you need any additional information and thank you for considering my proposal.

Sincerely,

[your name]