**SAMPLE LETTER**

Dear [Manager],

I’m requesting approval to attend ITS World Congress 2025, the global event bringing together world leaders, decision makers, and their supporting teams from public and private sector transportation agencies to learn about the implementation of new technologies and solutions that will enable a safer, greener, and smarter transportation system. ITS World Congress will focus on Deploying Today, Empowering Tomorrow, August 24-28, 2025 at the Georgia World Congress Center in Atlanta, Georgia.

ITS World Congress is one of the only events that 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 global ITS suppliers that can provide solutions for our unique needs – covering emerging technologies, artificial intelligence, vehicle-to-everything (V2X), digital infrastructure, multimodal Integrated mobility, traffic management, 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 the results of the implementation and deployment of other ITS technology.
* **Comprehensive education**: I’ll get expert insights and hear from top mobility experts, CEOs, CTOs, and key decision 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]