**Re: 2020 AIPLA Mid-Winter Institute – January 29 – February 1, 2020 | Phoenix, AZ**

Dear [INSERT NAME],

I would like you to approve my attendance for the above-mentioned conference, and I have outlined below the direct business benefits to the [firm/company]. If anything needs clarification or elaboration, please let me know, and I will be happy to provide additional details.

The AIPLA Mid-Winter Institute is a phenomenal gathering for IP thought-leaders and an opportunity for me to learn from other leading practitioners in this unique field. The event has occurred for decades and regularly attracts more than 600 attendees from [firms/companies] just like ours.

Held at the Sheraton Grand at Wild Horse Pass in Phoenix, AZ from January 29 – February 1, 2020, this year's event is particularly important because advances in technology are rapidly changing the IP landscape. We need to learn how best to respond. No other conference provides the same quantity and quality of educational programming for intellectual property law in one place that is both practical and can be immediately applied to our [firm's/company's] needs.

*[Outline some of the immediate challenges your firm/company is facing, and how this conference can help you find actionable solutions.]* Upon my return, I will provide you and the team with a full post-conference report/meeting outlining the specific lessons learned and my recommendations.

Below is an approximate breakdown of conference costs:

Airfare: $ XXX

Transportation (between airport and hotel): $ XXX

Hotel: ($289 per night) $ XXX

Meals: (4 days at $75) $ 300

\*Registration fee: $ XXX [check for current price]

Total: $ X,XXX

\*The conference registration fee includes conference materials, breakfasts, and conference receptions.

I’m currently working on ways to reduce expenses, including hotel discounts, ridesharing, and meals with vendors. I’d like to register before the price goes up. I believe my attendance at the 2020 AIPLA Mid-Winter Institute represents an appropriate use of our training budget and will pay dividends for our firm.

Thank you for considering this request. I look forward to your reply.