

Automation Fair® MAKE IT MATTER.



Approval Request to Attend Automation Fair 2024

Need manager approval to attend this year's Automation Fair?

We want you to join us at Automation Fair and know it will be a great investment of your time and resources. To help you gain approval, copy and paste the following text into an email to your supervisor. We encourage you to fully understand the value of attending Automation Fair by [reviewing the website](#). Then you'll be empowered to personalize the below copy to ensure it highlights your expected takeaways and learnings that will make it matter most for you and your company.

Subject Line: Requesting approval to attend Automation Fair 2024

Hi [First Name],

I recently came across Automation Fair 2024 and believe it is a valuable investment of our company's time and budget, so I am requesting your support and approval to attend the event in Anaheim, CA from November 18-21.

It's clear to me that Automation Fair is more than just a conference. It's a four-day event bringing together automation and digital transformation leaders and domain experts from around the globe. I'll spend the week with like-minded people, learning about the latest technologies and proven best practices that enhance operations and achieve real results that directly apply to our work here. By attending Automation Fair, I'll get a rare opportunity to train, learn, network, and discover emerging solutions and strategies that I will bring back with me and present to our team.

Specifically, this is why I believe Automation Fair is worth the investment:

- **Interactive training:** 450+ hours of advanced-level technical sessions and hands-on labs will provide valuable firsthand experience and learning along with the opportunity to earn Professional Development Hour (PDH) credits, all with direct access to product developers and domain experts not available through online training.
- **Vision:** Industry leaders and technology experts will present the big-picture strategies driving success for others right now.
- **Innovation:** The newest and proven IT and OT innovations from Rockwell Automation and more than 100 of their partners will be on display: some for the first time.
- **Interaction:** Face-to-face interaction with others in our industry as well as off-site tour opportunities will provide an opportunity to discuss specific challenges with experts and learn how others solved the problems we face.
- **Keeping up:** Our peers and competitors will likely be in attendance. How can we keep up with them if we're not accessing the same insights they are?

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Early registration pricing for the Advanced Training Pass is \$1,595 and I anticipate costs related to my airfare, hotel, and ground transportation, but I know that these expenses will be offset by the exponential value the event will bring to our strategies, operations and technical know-how. If given approval to attend, I'll share a summary of the major takeaways that can help us take our KPIs to greater heights.

Thank you for considering this request. I look forward to your reply in time to take advantage of the September 30 early registration pricing.

Regards,
[Insert Name]