



## Approval Request to Attend Automation Fair 2026

### 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. We encourage you to use the sample email below to request approval to attend Automation Fair. Before sending, [review the website](#), then personalize the email to ensure it highlights your expected takeaways and learnings that matter most for you and your company.

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**Subject Line:** Requesting approval to attend Automation Fair 2026

Hi [First Name],

I'm requesting approval to attend **Automation Fair 2026**, taking place **November 16-19 in Boston, MA**. This is a business opportunity aligned to our priorities and a chance to bring greater clarity to the direction, technologies and decisions shaping industrial operations today.

Automation Fair is designed to help organizations move forward with confidence. Over four days, it brings together industrial automation and digital transformation leaders, proven technologies and real-world use cases that support informed planning and clearer decision-making.

The event includes **250+ educational sessions**, **500+ hours of advanced training**, and **500+ domain-expert speakers**, alongside **150+ interactive exhibits** and access to **14,000+ industry peers**.

This concentration of expertise and hands-on learning in one place accelerates understanding, reduces research time, and enables more informed decisions than fragmented training or one-off engagements. Instead of piecing together insights across multiple vendors, events, or timelines, Automation Fair delivers a comprehensive view in days—driving faster alignment, higher confidence in decisions, and stronger return on investment.

#### Why this is a smart investment:

- **Clearer direction:** Exposure to proven technologies, applications and use cases that clarify where industrial automation is headed and what requires attention now.
- **Better-informed decisions:** Opportunities to evaluate solutions side by side and engage directly with experts and peers before making time or budget commitments.
- **Practical perspective:** Hands-on sessions, customer stories, topic-focused summits, off-site tours and Expo conversations grounded in real implementations—not theory.
- **Reduced risk:** Concentrating insight and expertise into a single experience replaces months of fragmented research and disconnected conversations.

Specifically, the Advanced Training experience provides expert-led instruction and real-world use cases to build capability, reduce uncertainty, and strengthen readiness before changes are implemented. Participants work directly with technical experts to move beyond theory—gaining practical insight and accelerating the transfer of knowledge from classroom to operation.



If approved, I will return with a concise summary of takeaways and recommendations and share them with the team to support alignment, planning, and next-step discussions.

Advance registration pricing for the Advanced Training Pass is \$1,595, with additional travel expenses for airfare, lodging and ground transportation. I believe this investment is offset by the value of clearer direction, reduced uncertainty, and more confident decision-making across our priorities.

Thank you for considering this request. I'm happy to discuss further or share additional details if helpful.

Best regards,  
[Your Name]