

CONVINCE YOUR COMPANY EMAIL TEMPLATE

Use this template to make your case for attending Automate 2026. Be sure to customize the letter with how Automate aligns with company goals/business needs. Use personal examples and include show highlights, like a few of the reasons we've included below.



Subject Line

Request to attend Automate 2026 in Chicago

Email Copy

Hi [Insert Manager's Name],

I'd like to request approval to attend Automate 2026 at McCormick Place in Chicago from June 22-25, 2026. **Show registration is completely free**, and the strategic investment in attending will be highly beneficial for the company and our future.

I have outlined a few reasons below to support the benefits of my attending:

- **Access to over 1,000 automation technology companies:** Automate is the leading robotics and automation event in North America, featuring the full scope of industrial automation solutions and advanced technologies. This means I can identify solutions that align with our business needs and help improve our processes and efficiency.
- **Personal and operational growth potential:** I'm interested in exploring how [insert 1-2 examples of what you're curious about and how it benefits the operation].
- **Strategic networking with industry professionals:** This show attracts professionals from diverse industries and backgrounds. It is a great opportunity to connect and build our network with peers, potential collaborators, integrators, industry experts, and more.
- **Expert-led education and market intelligence:** There is a strong emphasis on education throughout the entire show, which is huge to keep our competitive edge. This includes enlightening keynotes, expert speakers in their show theater, live demos, and [include any specific education events you want to attend]. There is even a conference program (with a fee) for practical training and certifications that we could discuss as well.

Overall, Automate is an excellent opportunity to gain firsthand insights into market trends, competitor strategies, and emerging technologies. While the show is free to attend, the total investment required for travel and accommodations would be [insert dollar amount]. I'd plan to attend for X days and am happy to provide a rough itinerary of what I'd like to explore.

I hope you agree that Automate is a great opportunity for me to bring back powerful insights, ideas, and solutions to benefit our organization. Upon my return, I'll be ready to share key takeaways with the team and hopefully, start implementing some of the strategies immediately.

Thank you for your consideration!

[Your Full Name], [Your Position]

[Your Contact Information]