

# CONVINCE YOUR BOSS

Use the email template below to get your company onboard. 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 here.



May 6–9, 2024 • McCormick Place • Chicago, IL

## [Subject Line]

Proposal to attend Automate 2024

## [Email Copy]

Hi [Insert Manager's Name],

[Automate 2024](#) is taking place this year, and I'd like to attend. The show will be at McCormick Place in Chicago, Illinois from May 6–9, 2024—and registration is free.

Below, I have outlined a few reasons why this show is a good investment for the company—and our future.

- **Top Automation Showcase:** Automate is the largest and most important robotics and automation event in North America with a full spectrum of industrial automation solutions and advanced technologies from 800+ exhibiting companies. This means I can identify solutions that align with our business needs and help improve our processes and efficiency.
- **Market Intelligence:** Staying informed about the latest developments in robotics and automation is crucial for maintaining a competitive edge in our industry. This show is an excellent opportunity to gain firsthand insights into market trends, competitor strategies and emerging technologies.
- **Networking Opportunities:** This show attracts 30,000+ 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.
- **Educational Sessions:** There is a strong emphasis on education throughout the entire show. This includes enlightening keynotes, expert speakers in their show theater, live demos and new product presentations on their Innovation Stage. There is even a [conference program](#) (has a fee) with 15+ topics and 120+ sessions for practical training and certifications that we could discuss as well.

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 start implementing some of the strategies immediately.

The show is only weeks away, so I'd like to register as soon as possible to plan my visit!

Looking forward to your response,

[Your Full Name]

[Your Position]

[Your Contact Information]