**Subject:** Request to attend XPONENTIAL 2021

Dear [INSERT SUPERVISOR NAME],

As you know, it’s hard to keep up with all the latest innovations and regulations in unmanned tech. I’ve been doing some research into strategies we can use to stay ahead of the curve, and XPONENTIAL 2021 consistently comes up as a can’t-miss event for our industry. I’d like to request your approval to attend as a representative of [INSERT COMPANY NAME].

XPONENTIAL has a reputation for gathering thousands of the industry’s top minds each year—from executives, to engineers, to policymakers, to end users. The event offers a rare opportunity to explore the latest research, meet new partners, and problem-solve with peers from around the world.

Last year XPONENTIAL went fully virtual in response to the global pandemic. This year, it is being held as two-part hybrid experience, which means we can get the benefit of two events in one.

The virtual event, which was held May 4-6, included keynotes and more than 100 educational sessions, which I will have full access to on-demand. I’ll be able to view sessions that are applicable to my role and contact other registrants thru the virtual platform who can help [INSERT COMPANY NAME] achieve our goals this year.

The in-person event is taking place from August 16-19 in Atlanta, featuring additional keynotes, educational sessions, and an XPO Hall with almost 400 exhibitors. This is our first chance in more than a year to connect face-to-face with our most important partners and the organizers have a robust health and safety plan in place.

Because post-show access to the virtual event is included for free with in-person registration, our ROI for attending XPONENTIAL this year will be very high. Based on my review of the program, here are the top three opportunities that will most directly impact my work and benefit our organization:

1. [INSERT HIGHLIGHT #1: SESSION, WORKSHOP, KEYNOTE, OR EXHIBITOR]
2. [INSERT HIGHLIGHT #2: SESSION, WORKSHOP, KEYNOTE, OR EXHIBITOR]
3. [INSERT HIGHLIGHT #3: SESSION, WORKSHOP, KEYNOTE, OR EXHIBITOR]

Finally, here is a brief estimate of the total costs to attend online and in-person:

Registration: $\_\_\_\_ [[Click here to select your registration level]](https://www.xponential.org/xponential2021/public/Content.aspx?ID=3528)

Flight: $\_\_\_\_ [[Click here to see official hotel and travel deals]](https://www.xponential.org/xponential2021/public/Content.aspx?ID=3531)

Ground transportation (airport round trips): $\_\_\_\_

Hotel at the discounted event rate (\_\_ nights at $\_\_\_\_/night): $\_\_\_\_ [[Click here to see official hotel and travel deals]](https://www.xponential.org/xponential2021/public/Content.aspx?ID=3531)

Meals (\_\_ days at $\_\_\_\_/day): $\_\_\_\_

Total projected costs: $\_\_\_\_

If you’d like to learn more about XPONENTIAL 2021 you can explore the website [here](https://www.xponential.org/xponential2021/public/Enter.aspx). I’m convinced this event is exactly what we need to take our business to the next level. Can we schedule some time this week to discuss in more detail? Thanks in advance for your support.

Best,

[INSERT YOUR NAME]