Dear [Supervisor’s Name Here],

I’ve been researching the upcoming 2018 Marine Dealer Conference & Expo, which will be held December 9-12 in Orlando, Florida. I would like to attend the conference and represent our dealership at the event this year.

In particular, I believe the following sessions would allow me to learn more about my position within the dealership, how I can better serve the dealership and some best practices that I can share with the team when I return.

Those sessions include:

Session Name:

Session Description:

How I believe this could help our dealership:

Session Name:

Session Description:

How I believe this could help our dealership:

Session Name:

Session Description:

How I believe this could help our dealership:

Session Name:

Session Description:

How I believe this could help our dealership:

Of course, there are others I will attend as well, including the opening keynote, “Build Trust or Die in the New Economy” and the closing keynote, “Future-Proofing Your Business.”

In addition to gaining knowledge in the educational sessions, I plan to participate in the Dealer Roundtables, which will allow me to bounce ideas off fellow boat dealer peers and learn from their failures and successes. I also intend to attend all of the networking events with the hopes of meeting fellow dealers, speakers, industry advocates, manufacturers and suppliers in order to glean insight from them.

The cost to attend the conference will be the registration fee, travel expenses, additional meals not included in registration, the hotel and transportation within Orlando.

Registration (early bird through Sept. 21): $424 for MRAA members, or $499 for non-members

Pre-conference workshop: $185

Flight: Varies

Additional Meals (lunch and breakfast are included Tuesday and Wednesday): $150

Hotel (needed for Sunday through Tuesday nights): $189.75 per night for a total of $569.25

Transportation to and from the airport: About $50

Total expense: Varies

Although this is a sizable expense, I know from looking at the session Walk Away Withs and from the variety of testimonials shared about the show that I will bring back ideas worth more than the dealership’s investment. The MDCE is designed specifically for boat dealers and their employees, which will make its sessions, networking events and expo hall especially pertinent to what we’re trying to accomplish here.

Thank you for your consideration. I hope we can discuss this more this week!