Hi [Manager Name],

I would like to attend the 2018 University of Innovative Distribution (UID) program, March 11-14, in Indianapolis, Indiana. Every year, the UID program is the industry-defining event for talent development in wholesale distribution. I will learn what’s going on in the industry and how today’s trends can be incorporated into our practices to advance not only my professional development, but also the bottom line of [inert your organization’s name]. This is also a great opportunity to find out what similar organizations are doing to tackle similar challenges our company faces.

Additionally, networking is an enormous part of this event! Coming together with distribution professionals and hearing what colleagues are doing—or not doing, for that matter—provides invaluable learning opportunities.

**Top 5 Benefits of Attending:**

**1. Find Real Solutions to Your Top Challenges.**  
UID 2018 is an industry-defining event for talent development—there are 43 educational sessions focused on the unique needs of the wholesale-distribution industry. I will learn what’s going on in the industry, find out what strategies my peers are implementing, and discover how they are tackling similar issues we are facing. In short, I’ll learn new strategies and solutions to solve some of our biggest challenges.

**2. Learn From Renowned Industry Leaders**  
The faculty at UID 2018 features notable wholesale-distribution thought-leaders, including university professors, industry experts, authors, and consultants. This is a great opportunity to find out how they stay ahead of the curve and apply these practices to [insert your organization name].

**3. Networking**  
I’ll make new connections with peers and find out how they are managing common challenges. I’ll walk away with a new set of contacts for collaboration and sharing best practices to help us with [insert current issue you are dealing with].

**4. Inspire Your Team**  
I’ll take what I learn from UID 2018 and share it with the team. I’ll have the tools and know-how to implement new strategies. It’s not just about my personal development. By successfully using what I learn at UID 2018, I’ll improve [insert your organizations name] bottom line!

My projected costs for attending UID 2018 are [insert cost from UID 2018 Expense Worksheet]. This includes registration, transportation, lodging, and meals. This estimate assumes that I register by January 10, 2018, to receive the early bird rate discount (which will secure a discount of $200).

UID 2018 is integral to my professional development. Rather than having to attend multiple events throughout the year, this one will cover the entire industry. I will bring back new ideas, best practices, and solutions that we can implement right away. Additionally, I will develop an overview of what I’ve learned and actionable takeaways for the team so that we can work together to move the department and [insert organization name] forward.

**5. Earning Continuing Education Credits**   
At the conclusion of the UID 2018 program, I will receive an official Letter of Completion issued by Purdue University awarding 30 hours (3 CEUs – Continuing Education Units) for satisfactory completion of this four-day UID program. These CEUs may be applied toward the Professional Certificate in Innovative Distribution from Purdue University. The certificate is awarded upon completion of 90 hours (9 CEUs) of approved course work with a minimum of 30 hours being earned through UID course participation. Additional credits may be derived from courses taken independently or through [insert association’s name].

I hope you will consider my request and grant me approval to attend.

Thank you for your consideration.

Sincerely,

[Your Name]