**IFT ANNUAL EVENT REQUEST TO ATTEND TEMPLATE**

Dear <INSERT YOUR SUPERVISOR’S NAME HERE>:

I’m requesting the opportunity to attend IFT19 (www.iftevent.org), a comprehensive Food Expo and educational event hosted by the non-profit scientific organization called the Institute of Food Technologists on June 2-5, 2019 in New Orleans. After reviewing the event website, I learned about the exceptional opportunities to see first-hand what’s new and emerging in consumer trends, scientific applications, and innovations within the food industry. I believe that my attending this event and Food Expo will have a direct and invaluable benefit to my work at <Company Name>.

The event is estimated to bring together more than 17,000 food professionals from more than 90 countries. I believe no other event this year will provide the quantity, quality, breadth, and depth of the over 100 scientific and applied sessions that will be presented at IFT19. Plus, it features one of the largest food expos with more than 1,100 exhibiting companies who will be showcasing their latest products, technologies, and offerings.

The scientific and applied sessions are divided into tracks focused on:

* Food Safety & Defense
* Teaching and Learning
* Food, Health & Nutrition
* Food Processing & Packaging
* Product Development & Ingredient Innovations
* Sustainability
* Public Policy, Food Laws & Regulations
* Food Chemistry
* Food Microbiology
* Food Engineering
* Sensory Science

In addition, IFT now offers a new series of sessions under its IFT*NEXT* initiative. These sessions focus on future forward topics and challenges that I feel would also be beneficial for our company. It also provides a new segment called Start-Up Alley where a select group of food entrepreneurs come to showcase their latest innovations. Another great way for me to gather intel on what advancements are in our competitive landscape.  
  
Many of the sessions are directly related to my role as a <INSERT YOUR PRIMARY ROLE HERE – e.g., research scientist, marketing professional, procurement professional, etc.> and the initiatives we are pursuing at <Company Name>.

The food industry is rapidly changing, with scientific developments, new technologies, and emerging trends impacting the way we do business. Through the companies exhibiting at the IFT19 Food Expo, I’ll be able to see, taste, touch, and experience the latest products and technologies first hand. Plus, I can make efficient use of my time there by meeting face-to-face with our current suppliers, as well as investigating potential new companies we could consider doing business with. [TIP: Search the exhibitors by product specialty to identify those whose offerings match your company’s focus or upcoming product development needs.] Below is a sample of exhibiting companies with which I would like to meet:

* (COMPANY)
* (COMPANY)
* (COMPANY)
* (COMPANY)
* (COMPANY)
* (COMPANY)
* (COMPANY)
* (COMPANY)
* (COMPANY)
* (COMPANY)

When I return to the office from the event, I would like to brief our team and others in our organization with my key takeaways, as well as answer any questions they may have about what I saw and what I learned.

I’m seeking support from you and <Company Name> for registration fees, travel expenses to and from the conference, hotel, and meal expenses, which are an estimated at a total of <$INSERT DOLLAR AMOUNT>. PLUS, If I become a member, I am able to save [INSERT AMOUNT HERE] which not only allows me to attend the event and Food Expo but also be able to take advantage of invaluable IFT resources like Food Technology magazine, over 80 webcasts, local Section networking and learning event, and countless resources to help me stay abreast of industry trends, insights and innovations throughout the year.

Please let me know if you have any questions and thank you for your consideration.

Sincerely,

<YOUR NAME>  
<YOUR TITLE>