**IFT ANNUAL EVENT REQUEST TO ATTEND TEMPLATE**

Dear <INSERT YOUR SUPERVISOR’S NAME HERE>:

I’m requesting the opportunity to attend SHIFT20 (www.iftevent.org), a comprehensive Food Expo and educational event hosted by the non-profit scientific organization called the Institute of Food Technologists on July 12-15, 2020 in Chicago. 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 20,000 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 SHIFT20. Plus, it features one of the largest food expos with more than 1,000 exhibiting companies who will be showcasing their latest products, technologies, and offerings.

The event also offers an exciting program called IFT*NEXT* which features future forward topics and challenges that I feel would also be beneficial for our company. It also provides the Start-Up Alley Showcase where a select group of food startups come to showcase their latest innovations. Another great way for me to gather intel on what advancements are happening in our competitive landscape.

Many of the sessions being provided at SHIFT20 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>.

Here are a few examples:

* (SESSION NAME)
* (SESSION NAME)
* (SESSION NAME)
* (SESSION NAME)
* (SESSION NAME)
* (SESSION NAME)
* (SESSION 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 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 100 educational webcasts, local Section networking and learning events, 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>