



COFFEE & TEA TRADE SHOWS

COVER LETTER TO SUPERVISOR

Date _____

Dear _____,

I would like to attend the Coffee Fest Trade Show taking place October 13-15, 2017 at the Oregon Convention Center in Portland, Oregon. Coffee Fest offers an entire weekend filled with a diverse marketplace in which I can identify new products, potential partners and/or customers, as well as the opportunity to witness cutting edge industry competitions. The exhibition will also enable me to attend a number of educational sessions that are directly applicable to my work and will allow me to network with a variety of industry experts and colleagues from around the country. These presentations are tailored to, and will provide me with tools to reduce costs, increase outreach, increase attendance, etc. I am seeking approval for registration fees and travel expenses to the trade show and lodging accommodations during the event. A detailed cost breakdown is included below.

I plan to achieve the following three objectives:

Objective 1: _____

Objective 2: _____

Objective 3: _____

After reviewing both the free educational classes and paid workshops, I have identified a number of education sessions and have listed those on the attached worksheet. The presentations are facilitated by both industry experts and colleagues.

Here is the breakdown of conference costs:

Trade Show Registration Fee for Entire Weekend: \$40.00

Transportation: \$ _____

Lodging: \$ _____

Other (Meals, Per Diem, etc.): \$ _____

Total Costs: \$ _____

I look forward to bringing my key takeaways back to implement and share with our organization to strengthen our engagement, enhance efficiency and productivity and impact our bottom line. Upon my return from Coffee Fest Portland, I will review my original objectives and provide you with a report on how I will be able to apply what I learned. I will tie these learnings to our organizations short-term and long-term goals, marketing plan, budget and strategic plan. I assure you that by attending this trade show, I will provide added value to our company.

Sincerely,
