

Copy/paste this email, add in your details, and send it to your manager.

Hi [Manager's Name],

I'm requesting approval to attend the Ignition Community Conference (ICC), on September 22-24, 2026 in Sacramento, CA. I've researched many conferences, and ICC is the best opportunity for me to gain valuable industrial automation insights so I can be even more effective in my role.

Here's the ROI from me attending ICC:

**Actionable Automation Solutions**

With 60+ sessions, I'll learn how top automation professionals are solving the most critical manufacturing problems today.

**The Latest Ignition Insights**

I'll get insider knowledge on hot topics like using AI with industrial systems, navigating Digital Transformation, and Ignition best practices.

**Powerful Industry Connections**

I'll connect with people who can help us achieve our industrial automation goals (and I can seek out specific contacts who would be beneficial for us).

**New Strategies Inspired by Thought Leaders**

I'll learn about new automation strategies from thought leaders. Past ICC speakers include Jeff Winter (former Industry Executive, Manufacturing at Microsoft), Remus Pop (former Sr. Partner Solution Architect at AWS), Arlen Nipper (MQTT Co-Inventor), engineers from Toyota, Tyson, and more.

When I return from the conference, I'll have learned/achieved:

- [Goal 1]
- [Goal 2]
- [Goal 3]

Here's a cost estimate for ICC:

**Conference Ticket: \$[ ]**

**Hotel: \$[ ]**

**Travel Expenses: \$[ ]**

**Total: \$[ ]**

Thank you for considering this!

[Name]