**SAMPLE LETTER**

Dear

I am putting forward a request to attend the **ITS World Congress in Hamburg – Germany** taking place from **11-15 October 2021**.

This 5-day event is a great opportunity to learn about the latest technologies and policy developments in smart mobility and digital transport with sessions, demonstrations and the exhibition focused on the future of mobility. The six key themes that are highlighted throughout the Congress are Automated & Connected driving, Mobility as a Service, Intelligent Infrastructure, Goods journey from ports to customers, New services from new technologies and Solutions from cities and citizens.

 Attending the Congress will give me the opportunity to network with some of the biggest influencers and decision makers in the Intelligent Transport Systems industry.

The global pandemic has had consequences on our possibilities to network, reach out and create new business opportunities for our organisation’s long-term strategy. The ITS World Congress is renowned as the main global event where the smart mobility sector can network, learn and present its experience. Given its attraction for industry experts, policy makers, researchers and the wider ITS Community, it is an opportunity that I believe we cannot afford to miss.

Here are a few ways my attendance will help the team:

* **Competitive research** — I will be directly exposed to key players from other leading companies. This is a chance to see our competition up close.
* **Comprehensive education** — I will receive expert insights on the trends and developments happening now via panels, presentations, and hands-on workshops.
* **Supplier analysis** — I will evaluate exhibitors to find the best fit for solving our current challenges and inspiring new methods for our projects.
* **Quick & effective networking** — with thousands of attendees and suppliers together under one roof, I can reach out to many people quickly, forging new strategic relationships for our company.

Please let me know if you need any additional information. Thank you for considering my proposal.

Yours sincerely,

[your name]