Dear <Insert Manager’s Name>

I discovered an excellent business opportunity that I believe would greatly benefit [Company Name]. I am interested in attending the [ATX West trade show](https://www.imengineeringwest.com/en/show-brands/atx-west.html). The show will take place February 6-8, 2024, at the Anaheim Convention Center in Anaheim, California.

There are plenty of opportunities to connect with industry-leading companies and the cutting-edge technology they’re introducing to the world of automation, including robotics and AI/machine learning, industrial machinery & equipment, predictive maintenance, and AR/VR.

I will also have the chance to listen in on a [variety of education sessions](https://imewest24.mapyourshow.com/8_0/explore/exhibitor-gallery.cfm?featured=false&pavilion=ATXW24) hosted by industry experts that cover the latest trends and insights in automation. A few sessions I’m interested in are \_\_\_\_\_\_\_\_ (find sessions here).

ATX West is expected to be one of the largest and most influential automation manufacturing events of 2024. With over 14,000 attendees and more than 1,600 exhibitors spread out across the show floor, this show brings in some of the top executives, engineers, and industry professionals eager to build valuable and lasting partnerships.

Here are some of the companies that will be exhibiting:

|  |  |
| --- | --- |
| * Ace Controls | * Beckhoff Automation LLC |
| * DENSO Robotics | * Epson Robots |
| * HIWIN Corporation | * Kawasaki Robotics, Inc. |
| * Nanotec Electronic US | * [And many others](https://imewest24.mapyourshow.com/8_0/explore/exhibitor-gallery.cfm?featured=false&pavilion=ATXW24) |

Registration is completely free with the option of upgrading to a conference pass that gives me additional access to exclusive education sessions and networking opportunities.

Here is the cost breakdown for the event:

* **Expo Pass: Free**
* Conference Pass: \_\_\_\_\_\_\_
* Hotel: \_\_\_\_\_\_\_\_
* Roundtrip Airfare: \_\_\_\_\_\_\_\_
* Transportation: \_\_\_\_\_\_\_\_\_
* Other (Meals, Per Diem, etc.): \_\_\_\_\_\_\_\_\_
* Total Cost: \_\_\_\_\_\_\_\_\_\_\_\_\_

I believe that I will leave the trade show with meaningful connections with potential partners, a deeper understanding of the current and future state of the industry, knowledge of the innovative products that can best benefit our company, and major professional development that will make me a greater asset to the company.

Thank you for considering this proposal. If there are any questions, I am happy to discuss further on why attending ATX West will be a valuable investment for [Company Name].

Very Respectfully,

[Insert Name]