Dear [supervisor],

As the “Auto Industry Event of the Year,” NADA Show is the premier event for networking and professional development. I believe my participation is critical to bringing new ideas and strategies to our dealership, and I am requesting approval to attend.

[NADA Show](http://nadashow.org/) takes place **Jan. 26–29** at the Kay Bailey Hutchison Convention Center in Dallas, with an anticipated 20,000 auto industry professionals in attendance. During the 100 education sessions — led by NADA Academy instructors and other industry experts — I can gain practical tools on leadership, human resources, federal regulations, digital marketing, sales, service, parts, the body shop and much more.

The Expo is sold out! More than 450 companies will exhibit. Here I can network with vendors, discover new products and services, and find solutions to boost productivity and profits at our store.

I also will be able to attend franchise meetings and hear from influential keynote speakers.

My goal is to learn about key issues and strengthen my professional development by attending the following sessions: *[List sessions, and how they will benefit you, your team and your dealership.]* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

To explore new products and services for our dealership, these are some exhibitors I plan to meet: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The registration fee is $\_\_\_\_\_. By booking through the NADA housing block, I will receive discounts and special incentives. Here are my projected costs for attending NADA Show 2023:

Airfare $\_\_\_\_\_

Hotel for \_\_\_ nights) $\_\_\_\_\_

Registration Fee $\_\_\_\_\_

Miscellaneous (meals/taxi) $\_\_\_\_\_

 Total (including NADA travel discounts) $\_\_\_\_\_

I am highly motivated by this opportunity and hope you agree it promises a meaningful return on investment. After returning, I will provide a detailed summary of key takeaways and recommended actions to improve business practices at our dealership.

For more details, please go to [**nadashow.org**](http://nadashow.org/). Thank you for your consideration of this request.

[Your Name]