

Date:

Dear <Name>:

I am requesting approval to attend the **2024 Tech Hub LIVE** Conference and Expo taking place on July 29-31 in Des Moines, Iowa. Produced by **CropLife® Media Group**—the leader in ag retail communication—**Tech Hub LIVE** is a two-day educational conference that brings together retailers, distributors, precision managers, crop advisers, solution providers, and allied industry professionals to move the industry forward through collaboration and integration across all segments of agriculture.

Below are some of the benefits of attending:

Valuable Content

Tech Hub LIVE will offer over 30 different sessions on popular topics, best practices, current trends, and personal learning experiences. The program will feature a variety of learning approaches, including educational sessions with CCA CEU credits, peer group discussions, tech presentations, and exhibitor meetings. I will come back with real opportunities that will provide value to our farmers and impact our overall business.

Networking Opportunities

I will have access to a variety of resources and opportunities to meet with 600+ professionals like myself representing retailers, distributors, and crop advisers of all sizes from around the country.

Resources

Throughout the event, I will have the ability to visit with 90+ technology and software solutions companies that will improve our decision-making and analytics. This is a great opportunity to meet these individuals, understand their product/service, and see how they can help our business. This is beneficial because I get to be face-to-face with vendors versus doing months of research and spending hours on the phone or in meetings. This will also help me prioritize our needs when working with our growers and improve overall cost efficiencies and profitability.

Breakdown of Expenses

Detail	Cost	Notes
Travel or Airfare	<Insert>	
Hotel	\$164 per night	Discounted hotel rates by July 8
Conference	All Access Pass \$595 through May 17 \$695 through June 28 \$895 after June 28	Includes: welcome party, all conference sessions, keynote, tech talks, discussion groups, exhibit hall, continental breakfast, lunch, refreshments, and networking. Group Rates are available and special offers are available for <i>CropLife</i> 100 companies.
	ARA Members \$495 through May 17 \$595 through June 28 \$795 after June 28	
Other Costs	<Insert>	Meals, mileage, parking etc.
Total Estimated Costs	<Insert>	



Out-of-Office Travel

Arrival July 29: Check in by 4pm and collect name badge and materials before heading to Tech Hub LIVE Welcome Party.

Departure July 31: Any time after 2:30 pm (conference ends at 12:00 pm)

By attending this conference, I will be able to learn from industry leaders as well as my peers and explore methods and leading practices for leveraging technology. Upon returning, I plan to share my experience and key take-aways that our team can learn from and/or implement immediately. **Tech Hub LIVE** will help maximize our programs, help our growers, and impact our bottom line. I am confident **Tech Hub LIVE** is a conference I can't afford to miss.

For more information about the conference, visit TechHubLIVE.com. Thank you for taking the time to review this request.

Sincerely,

<Signature>