Dear (Manager):

I would like to attend the Association of College and University Printers (ACUP+) conference. I believe it is worth the investment of time and money.

It is the only conference that brings together staff from educational institutions (K-12, Higher Ed, Public or Private) in-plant print and mail facilities. ACUP+ gives opportunities for *networking* and *brainstorming* on all facets of print and mail operations during the conference. The knowledge and experience I will gain by attending this conference will enable me to advance my knowledge and experience and will create a lasting impact on the success of our operation and organization.

All of the activities listed below are designed to benefit me and our organization:

* Discover tips, techniques, and strategies that I can put into place throughout the year.
* Participate in roundtable discussions at the conference.
* Professional development.
* Network in person with other industry peers and talk about industry issues and ideas for getting the best results
* Get advice on future equipment purchases from attendees

The ability to use the ideas and training from this conference will help me to reduce costs, increase productivity, streamline workflow, and enhance customer satisfaction. It will also give us new ideas for additional product offerings. The program training and networking activities are designed to provide maximum benefit. The general industry insight and product training will pay off in the form of streamlined practices and a network of peers to call upon when assistance or ideas are needed.

By attending this conference, I believe I can advance our print shop, increase our productivity and revenue. Thank you for considering allowing me to attend.