



Hi [name]

I'm looking for your approval to attend [The Natural Products Expo West](#), which is happening this March 3-6 in Anaheim, CA. It's considered *the* must-attend event by industry insiders, and I've heard it promises to powerfully impact our business growth and success.

It's the most influential gathering in the natural and organic products industry. I'll have direct access to top leaders and innovators across the entire supply chain—all in one place. This makes it a super-efficient use of my time, giving me a holistic view what's new and changing in the industry in just 4 days.

This is an opportunity to expand our product portfolio, create new partnerships and evaluate suppliers' market readiness to help us become a category leader.

Attending is vital for achieving [add specific project or initiative] and reaching our performance targets. We need to consider the strategic cost of missing this when I know our competitors will be there. Registration is currently \$125 and will increase after March 1<sup>st</sup>.

To sum it up, these are the key benefits I'll get from attending:

- Discovery – cutting-edge products from VETTED exhibitors
- Networking – with trailblazers in beauty, drinks, food, snacks, and supplements
- Learning – actionable insights from industry experts to tackle market challenges
- Connection and collaboration – across the entire industry

Thanks for considering my request,  
[insert name]