**Need Approval to Attend Intermodal EXPO?**

You'll make your supervisor look like the hero because superior employees know how to make the best choices using limited resources. Managers and supervisors who send their employees to EXPO find their team is more motivated, more up to date on technology, equipment, trends, and more focused to reach their company goals.

**Get Buy-in**

* Identify [exhibitors](https://intermodal24.mapyourshow.com/8_0/exhview/index.cfm) and [educational sessions](https://www.intermodal.org/intermodalexpo/program) that address your specific company needs.
* List your current priorities such as cutting costs, business development, electrification or other specific challenges and find corresponding education and solution providers you can meet at EXPO.
* Explain the relationship between EXPO activities and your company's goals. It is important to be able to list and talk about the benefits and how you can make an impact.
* Learn how you can successfully implement these innovations into your operation to cut costs and improve proficiency.
* Discover new approaches to your current operation and analyze best practices.
* Network and discuss hot topics with other intermodal professionals.

SAMPLE MEMO

To: *[Insert Name]*  
Fr: *[Your Name]*  
Re: IANA’s Intermodal EXPO 2024, September 9-11, Long Beach, CA

I would like to attend IANA’s Intermodal EXPO this September 9-11 in Long Beach, CA. Intermodal EXPO is three days of best practices, networking, innovation, and technology. EXPO is the only event the brings the entire intermodal supply chain together in one location as one the most important events in the industry.

We know it is important to keep up with advancements in our field and establish meaningful connections with industry peers. EXPO provides an opportunity to achieve these objectives through its diverse range of sessions, exhibits, and networking opportunities.

Below, I have outlined the key reasons why my attendance at this event is crucial for both my professional growth and our organization's strategic objectives:

**Industry Insights:** The Intermodal EXPO offers a series of sessions and panel discussions covering pertinent topics such as \_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_.

**Networking Opportunities**: One of the most significant benefits of attending industry events is the opportunity to network with professionals from various sectors of the intermodal industry. Building and nurturing these relationships can lead to potential collaborations, partnerships, and business opportunities that could benefit our organization in the long run.

**Competitive Advantage**: By staying informed about the latest advancements and best practices in the intermodal industry, we can gain a competitive edge over our peers. Attending this event will allow me to gather intelligence on industry trends and competitor strategies, which can be leveraged to refine our own strategies and offerings.

**Representation of [Your Company/Organization]:** Being there will also serve as a representation of our organization's commitment to continuous learning and innovation within the intermodal industry. It is essential for us to maintain a visible presence at such events to reinforce our position as a leader in the field.

I'm currently working on ways to keep expenses in line, including early registration, ride-sharing, meals with vendors, etc. Here is an approximate breakdown of our investment for my visit to EXPO:

* Transportation (drive, airfare, taxi)
* Hotel (3 nights)
* Meals (3 days at $xx) – Registration includes breakfast and lunch on Tuesday and Wednesday
* Registration: $xx
* Total:

I respectfully request approval to attend the Intermodal EXPO. I am confident that the knowledge, insights, and connections gained from this event will yield benefits for both my professional development and our organization's growth objectives.

Thank you for considering my request. I am more than willing to provide any additional information or answer any questions you may have regarding this matter.

Thank you for considering this request. I look forward to your reply.

Regards,  
*Your Signature*