



# CONVINCE YOUR BOSS/BOARD TO LET YOU ATTEND THE IAFE CONVENTION!

It is more important than ever that we learn from each other. Let us help you build a solid business case to attend the IAFE Annual Convention. We've gotten it started for you. Below, you'll find a "justification letter" template – an email or letter to your supervisor/board/commission explaining all the benefits you'll get from attending the Annual Convention, and how it will make you a better employee/volunteer and help advance your organization.

This general template will get you started while allowing you to customize it to your and your organization's needs. Included are some testimonials you can use if you want.

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## Message to Manager/Supervisor/Board/Commission

<Date>

Dear <Supervisor's name>,

I would like to attend the IAFE's 2024 Annual Convention & Trade Show, December 1 – 4, 2024: the premier event for Fairs and Expositions. The Convention will enable me to attend several educational sessions that are directly applicable to my work and will allow me to network with a variety of experts and colleagues that can't be found anywhere else. Many of the presentations are tailored to the <your title/department> and give information on how to <list benefits to your responsibilities> I am seeking approval for the registration fee, travel expenses to the Convention, and meals during the Convention. A detailed cost breakdown is included below.

After reviewing the Convention information, I have identified several education sessions that will allow me to gain knowledge and understanding about how we can improve our processes. The presentations are facilitated by both industry experts and association colleagues who have faced similar challenges. I chose each of these presentations because it is directly related to an issue we currently face. Getting the information in a seminar format will greatly reduce the research time and costs the <your organization's name> would normally incur in researching these topics. Incidentally, I have only listed some of the seminars that I will attend. Including them all would make this memo too long.

**<You need to insert the session descriptions which most apply to your responsibilities. A preliminary program will be posted later at [www.iafeconvention.com/program-at-a-glance](http://www.iafeconvention.com/program-at-a-glance); continue to check back)>**

During the Trade Show, I will also visit the following exhibitors to make contacts and gather information for our upcoming needs:

**<Insert the company names of the Trade Show Exhibitors you plan to visit.>**

The full-price delegate registration fee is \$604 but can be reduced by \$147 simply by registering before October 1, 2024.

**<The numbers you enter in the brackets below will need to be adjusted to reflect current pricing, as travel costs vary. All convention fees are listed on the IAFE website.>**

Here is a breakdown of the Convention costs:

Roundtrip Airfare: <\$xxxx> <Airline discounts can be found here: [www.iafeconvention.com/air-travel](http://www.iafeconvention.com/air-travel)>  
Transportation: <\$xxxx> (TBD)  
Hotel: <\$xxxx> (\$XXX-\$XXX/night depending on the hotel)  
<list of hotels can be found here: [www.iafeconvention.com/hotels](http://www.iafeconvention.com/hotels)>  
Meals: <\$xxxx>  
Registration Fees: <\$xxxx> (As low as \$457 before October 1, 2024)  
Additional Sessions: <\$xxxx>  
The total costs associated with attending this Convention are: <\$xxxx>

The opportunity for me to develop better contacts and gain knowledge in specific areas of <your title> makes my attendance at IAFE's Convention a wise investment, which will yield rich dividends for <name of your organization>.

Sincerely,

<Your name here>

## TESTIMONIALS

"I've very easily paid for the money our Fair spent getting me to the show with the information I brought home, and don't think I'll have any problem at all convincing them to send delegates in the future. It's an amazing value – and being a bit of a cheapskate, that's important to me. Well worth the investment."

"The caliber of the workshops exceeded my expectations and I felt that even as a small fair, all aspects were relevant. The trade show provided access to products that I had been thinking about but just had not taken the time to research, and the ability to talk with representatives from the various companies was a great break from 'Internet speak'."

"We are a county fair located in Virginia with an attendance of 30,000. I have attended well over a dozen IAFE conventions and have always been able to discover new ways of saving our fair money; either through the multitude of discussions that you can attend or through the many vendors participating in the trade show.

One specific example includes our search for a new ticket company. After meeting with several vendors participating in the trade show we selected to partner with Paul Laughter and Etix, who were able to create a customized ticketing system design for our specific needs. This partnership enabled us savings in several different ways: improved CC payment terms, a 20% decrease in marketing expenses, and lower operational expenses in gate ticket sales vs. our tedious manual system.

The IAFE Annual Convention consistently fulfills the 'always looking for a better way' mentality, which in turn satisfies our 'always looking for a way to save money!' process. I have yet to attend another event that can provide such an abundance of information about the fair industry."



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