Why I must attend IDEA2019: *The Energy for More Resilient Cities*

[Name],

I’m writing to ask for approval to attend IDEA’s 110th Annual Conference & Trade Show, IDEA2019: *The Energy for More Resilient Cities*. This international energy event is being hosted by the International District Energy Association (IDEA) on June 24-27, 2019 at the David L. Lawrence Convention Center in Pittsburgh, PA. As you know, district energy, microgrids, and CHP are quickly gaining popularity and market share and it’s important that we capitalize on this growing market. [Alternative – As you know, we are considering deployment of a district energy/microgrid system and this conference will provide meaningful, timely information that will be helpful to our process.]

IDEA2019: *The Energy for More Resilient Cities*, provides a unique opportunity to bring together leading energy and sustainability professionals from around the world to advance the deployment of district energy, CHP, and microgrids in cities and municipalities worldwide. With hands-on practical training, and unparalleled access to proven insights, IDEA2019 delivers an unsurpassed talent pool for learning, networking and collegial discussion.

For 110 years, the IDEA Annual Conference has brought together global experts and industry innovators, typically attracting around 1000 participants from over 25 countries and 350 cities. Last year in Vancouver, the 109th IDEA Annual Conference & Trade Show sold out with over 120 exhibitors and nearly 1000 urban energy professionals from Europe, Asia, Middle East, Asia Pacific and North and South America. This year’s conference is expected to convene an even larger audience of energy, sustainability and resiliency professionals working to change the energy landscape through planning, innovation, technology and emerging public/private opportunities.

Attendance to IDEA2019 includes two days of learning and networking, best practice sharing, local area tours of operating district energy and microgrid systems (for an additional $50) and an interactive environment where I can learn about the latest technologies and policy advancements to bring back to support our business goals.

At the conference, I will be able to choose from 28+ educational sessions, earn continuing education units (CEUs), and conduct a year’s worth of business in a single day with over 130 vendors at the onsite Trade Show. IDEA2019 is a unique opportunity for our organization to showcase our products and services to an engaged international audience and very active regional market.

I’d like to focus on finding solutions or best practices that could benefit these projects:

• [add project or initiative]

• [add project or initiative]

In attending the conference, I will have a unique opportunity to interact directly with key decision makers in district energy, distributed generation, CHP, microgrids, sustainable energy and much more. This event is the most impactful way to gain a deeper understanding of the industry and how these technologies can help us accomplish our goals. At a total cost of about $**X**, it's the most cost-effective way to reach the key players in the district energy/CHP industry. As an IDEA member, we save up to $300 on registration.

**Here’s an approximate breakdown of the conference costs:**

|  |  |
| --- | --- |
| Airfare: | $ X |
| Ground Transportation: | $85 approx. roundtrip |
| Hotel: Westin Convention Center  *OR*  Omni William Penn | $398++ (2 nights)  $390++(2 nights) |
| Registration Fee:  Tour Fee | $X  $50 |
| **Total:** | **$ X** |

I’ll submit a post-conference report that will include an executive summary, key industry takeaways, best practice tips, and a set of recommendations to maximize our current investments in district energy and microgrids. I can also share relevant information with key personnel throughout the company.

Thank you for considering this request. I look forward to your reply. Please let me know if I have sign off to attend this valuable event, as the earlier I make my travel arrangements, the more cost friendly they will be!

Thank you,

[NAME],