

THE FUTURE OF
THE COATINGS AND
CORROSION INDUSTRY

ATTENDEE JUSTIFICATION TOOLKIT

How to Sell Attending
AMPP Annual Conference + Expo
to Management



ace.ampp.org

Experience the Largest Global Coatings and Corrosion Event

How to Justify Conference Attendance

We're excited that you're looking to incorporate AMPP Annual Conference + Expo into your schedule and want to support your business case to help you attend. As part of these efforts, we've put together this Attendee Justification Toolkit, providing you with must-know information about the conference for you and your supervisor.

The toolkit includes:

General tips

Conference details and demographics

Top 10 reasons to attend the conference

A justification letter to present to management



We hope you find this toolkit useful in making your case for attending AMPP Annual Conference + Expo. This comprehensive event includes vast educational, research, technical, and networking opportunities to help further your career.

We hope to see you in New Orleans on March 3-7, 2024!

If you and your company are involved in the corrosion and coatings industry in any capacity, AMPP Annual Conference + Expo is a must attend event for you and your organization.

Outline your approximate conference expenses. To get started, review the following pages:

- For conference registration pricing, reference the Registration page: ace.ampp.org/registration
- For location and additional information, reference the About page: ace.ampp.org/about
- For hotel accommodations, reference the Travel page: ace.ampp.org/travel

Evaluate the potential return on investment. First, check out the Advanced Program online.

- Whether your goal is to procure and cultivate new business partnerships or learn from the technical sessions and earn Professional Development Hours (PDHs), be sure to share how you will achieve these goals and how they will benefit you and the company.
- Look at the technical sessions, networking events, and other activities available. Build a tentative schedule with reasoning for attending each event.

Create a wish list of customers and partners you've yet to reach:

- Review the conference floorplan to see exhibiting companies and look for potential customers, vendors, and partners with whom your company wants to make connections. The interactive floorplan can be found here: <https://www.conferenceharvester.com/floorplan/v2/index.asp?EventKey=WPSUAWWX>

Prepare to deliver a presentation after the conference, sharing with your coworkers and peers what you gained from the conference, along with recommendations on how best to take advantage of the information and resources you compiled.

For more information, visit ace.ampp.org

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About AMPP Annual Conference + Expo

Top 10 Reasons to Attend

The world's largest corrosion and coatings conference and exposition, AMPP Annual Conference + Expo brings together 6,000+ decision makers and industry professionals from 70 countries. This year, the conference will be held in New Orleans, a city known for its art, culture, food, and music.

Who Attends AMPP Annual Conference + Expo?

Top Company Functions:

- Coatings Services
- Engineering
- Testing Services
- Cathodic/Anodic Protection
- Chemical Processing
- Architectural/Design
- Laboratory/Research
- Materials Selection & Design
- Surface Preparation/Blasting
- Onshore/Offshore Exploration

Top Job Functions of Attendees:

- Engineers
- Project Managers/Supervisors
- Consultants
- Technicians/Technologists
- Sales/Marketing
- Scientists/Researchers
- Inspectors
- Executives/Senior Management
- QA/QC
- Coatings Inspectors

Top Industries Served & Affected by Corrosion:

- Gas and Liquid Pipelines
- Oil & Gas Exploration & Production
- Refinery/Gas Processing
- Gas Distribution
- Chemical/Petrochemical
- Water/Wastewater
- Electric
- Maritime
- Mining
- Nuclear

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- 1 Hear from experienced professionals as they share stories of success, failure, interesting incidents from the field.
- 2 Connect with young professionals and students looking to build careers in the corrosion and coatings industries.
- 3 The EMERG Student Outreach Program provides opportunities, education, and mentorship for students of all ages and young professionals to prepare for entry in the materials protection field. Support our programs by attending one of the networking events benefiting EMERG.
- 4 Access to the conference proceedings, which include 500+ technical papers, for years to come. (Additional fees may apply.)
- 5 Explore 300,000 sq. ft. of exhibit space, where 350+ companies showcase their latest products, technology, and services.
- 6 Gain insight into career advancement through personal and professional development strategies.
- 7 Increase your knowledge and gain Professional Development Hours (PDHs) by attending 50+ technical symposia and forums.
- 8 Engage in more than a dozen networking events tailored to connect you with your industry peers.
- 9 Meet AMPP members who will attend technical and administrative meetings to work on standards and reports and exchange ideas.
- 10 Learn from industry experts during 1,000+ hours of technical education from 15 industry and technology tracks.

View the Technical Program at ace.ampp.org

Justification Letter

Feel free to incorporate any of the demographic or top 10 reasons listed previously into the letter to help make your business case. Remember: the more specific details you can include on how attending the conference will benefit you, your work, and your organization, the stronger your proposal will be.

[Date]

RE: Attending AMPP Annual Conference + Expo

Dear [Supervisor's name],

By attending AMPP Annual Conference + Expo, March 3-7, 2024 in New Orleans, LA, I would bring back knowledge and contacts that would greatly benefit our organization. The world's largest corrosion and coatings conference and exposition, AMPP Annual Conference + Expo, provides me with the opportunity to attend technical and educational sessions that would directly impact my work, as well as network with 6,000+ corrosion and coating professionals from over 70 countries.

I've reviewed the conference's Technical Program, and I look forward to attending [insert specific technical sessions, networking events, and other activities you plan on participating]. By attending these events, I will gain valuable knowledge and contacts to share and benefit our organization. As the [insert your job title], my specific goals in attending are to [insert goals as related to your job responsibilities]. Below is an approximate breakdown of expenses:

- Conference registration: [\$xxx]
- Networking events: [\$xxx]
- Roundtrip airfare: [\$xxx]
- Transportation: [\$xxx]
- Hotel: [\$xxx]
- Meals: [\$xxx]
- Total cost: [\$xxx]

This year, our organization set out to [insert company's goals], and attending AMPP Annual Conference + Expo will work towards these goals by [insert what you will gain from attending and how these efforts connect to the organization's goals].

Upon returning from the conference, I look forward to compiling a brief presentation on new contacts made, details on the latest news and technology, vendor product and service information, and speakers' presentation notes to share with the rest of the team, as well as make any conference materials available to my coworkers.

Thank you for considering support of my attendance at AMPP Annual Conference + Expo.

Sincerely,

[Your name]