To:

From:

Re: Emerging Technologies Summit

I’m writing to ask for approval to attend the 6th biennial Emerging Technologies Summit (ET Summit) hosted by the Emerging Technologies Coordinating Council (ETCC) from October 20 -22, 2014 in San Francisco, CA. The ET Summit ([www.etsummit.com](http://www.etsummit.com)) gathers more than 500 stakeholders in the energy efficiency and demand response emerging technologies sectors for a 2-day interactive conference to learn, ideate and debate the intersection of utility programs and future technologies.

By attending this event, I will connect with thought leaders spanning multiple areas of expertise that are impacting the advancement and adoption of emerging technologies. I will return from the ET Summit with the knowledge to help grow our business and of the next generation of emerging technologies and best practices.

Here are some other tangible benefits to attend ET Summit <adjust to fit situation>:

* **I’ll help our company stay current with new trends and technologies.** By attending forward-looking innovation forums and visiting with the ET Summit Exhibit Hall vendors, I can get a sense for what others are doing in the marketplace.
* **I’ll make connections**. I will network with key stakeholders across the value chain, including utilities, researchers, entrepreneurs, investors, technology developers, building owners/managers and implementers.
* **I’ll learn from experts.** The agenda will include an all-star lineup of energy efficiency and demand response experts who will be joined by thought leaders, key technology partners and policy makers.

My goal is to focus on finding solutions or best practices that could benefit these ongoing projects and initiatives:

- Project 1

- Project 2

- Project 3

An all-access conference pass is $475 - before June 16th. The earlier I can register, the more cost effective it will be. I’ll also submit a post-conference report to debrief our team on the experience and a plan for putting my newfound insights into action.

Please let me know if you approve. I look forward to your reply.

Regards,