



*Thank you for your interest in attending TUS Nordics 2017. Below is a letter template you can use to help to justify your attendance - available to download in both Word and PDF formats. Simply fill in the [red bracket] portions. This will outline the value that attending TUS Nordics 2017 provides. Not just for yourself, but for your entire organization.*

Dear [Decision Maker's Name],

I would like your approval to attend TUS Nordics 2017 taking place this October 10-12 in Odense, Denmark. TUS Nordics is the must-attend event for professionals who want to profit from the growing impact of unmanned systems in their industries and professions. It houses the largest dedicated unmanned systems exhibition and conference in the Nordic countries.

There is no other unmanned systems Scandinavian event where I will have the opportunity to learn about how emerging solutions will impact our business while viewing many of the latest commercial unmanned systems solutions and networking with top executives.

It's important that we are at this event, and I hope that you will approve my attendance this year as I am certain I will gain invaluable information, strategies and relationships that will directly benefit [company name].

By attending, I will:

- Learn how to craft and implement a successful unmanned systems strategy
- See many products and compare the best solutions for our business needs
- Build relationships with the most influential end users, investors, and solutions providers
- Find ground-breaking, revolutionizing and life changing advancements being made
- Become a vital part of the unmanned systems ecosystem and help shape the future of business

If I register to attend by 8 September, I'll be eligible for the discounted rate of € 270 (excl. VAT and travel expenses).

I will return from TUS Nordics with the tools I need to keep [company name] ahead of competitors and abreast of the latest technologies while exploring the ways in which can improve our business strategy and profitability.

Thank you for your consideration. I look forward to your reply.

Sincerely,

[Your name, title, and other signature information]