

TO: _____

FROM: _____

SUBJECT: Educational Opportunity with the National Association of Landscape Professionals

I would like your approval and support to attend NALP's ELEVATE Conference & Expo, November 3-6 in Charlotte, NC. You already know NALP is highly respected for its unwavering commitment to excellence and advancing the profession. ELEVATE is their flagship event, designed by and for landscape maintenance, lawn care, design build, irrigation and horticultural professionals.

By attending this national event, I will increase our team's knowledge and incorporate best practices from other professional companies. I will be able to attend as many as 17 unique education sessions while I am there and bring notes back for our team. Based on post-show research NALP conducted, 97% of attendees left with concrete takeaways — I will walk away with the steps I need to implement what I've learned.

Plus, I will have access to the ELEVATE Expo, with experts and manufacturers displaying the latest equipment, products and technology. I can have face-to-face conversations and make comparisons side-by-side, saving hours of sales calls and virtual meetings. I'll be specifically looking for _____ which is one of our priorities.

Learning how to _____ will help me _____. I'm also excited about the opportunity for collaboration – I've heard ELEVATE is where you go to open doors to shared resources that may positively impact our business.

I am confident that the investment in my attendance at this conference will yield substantial returns in terms of professional development and actionable, innovative insights. I am available to discuss this request at your convenience.

Prices increase again on September 30, 2024. They also offer a significant discount if we want to bring a team of 10 or more.