Dear <Insert Manager’s Name>

I discovered an excellent business opportunity that I believe would greatly benefit [Company Name]. I am interested in attending the [WestPack trade show](https://www.imengineeringwest.com/en/show-brands/westpack.html). The show will take place February 6-8, 2024, at the Anaheim Convention Center in Anaheim, California.

There are plenty of opportunities to see industry-leading companies and the cutting-edge technology they’re introducing to the world of packaging, including packaging automation, biodegradable packaging, digital printing, and flexible packaging.

I will also have the chance to listen in on a [variety of education sessions](https://imewest24.mapyourshow.com/8_0/explore/exhibitor-gallery.cfm?featured=false&pavilion=WPKW24) hosted by industry experts that cover the latest trends and insights in packaging. A few sessions I’m interested in are \_\_\_\_\_\_\_\_ (find sessions here)

WestPack is expected to be one of the largest and most influential packaging manufacturing events of 2024. With over 14,000 attendees and more than 1,600 exhibitors spread out across the show floor, this show brings in some of the top executives, engineers, and industry professionals eager to build valuable and lasting partnerships.

Here are some of the companies that will be exhibiting:

|  |  |
| --- | --- |
| * A B B Labels
 | * Axon LLC
 |
| * CVC Technologies, Inc.
 | * Impak Corp.
 |
| * Matrix Packaging Machinery
 | * Packline USA
 |
| * United States Postal Service
 | * [And many more](https://imewest24.mapyourshow.com/8_0/explore/exhibitor-gallery.cfm?featured=false&pavilion=WPKW24)
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Registration is completely free with the option of purchasing a conference pass that gives me additional access to exclusive education sessions and networking opportunities.

Here is the cost breakdown for the event:

* Expo Pass: Free
* Conference Pass: \_\_\_\_\_\_\_
* Hotel: \_\_\_\_\_\_\_\_
* Roundtrip Airfare: \_\_\_\_\_\_\_\_
* Transportation: \_\_\_\_\_\_\_\_\_
* Other (Meals, Per Diem, etc.): \_\_\_\_\_\_\_\_\_
* Total Cost: \_\_\_\_\_\_\_\_\_\_\_\_\_

I believe that I will leave the trade show with meaningful connections with potential partners, a deeper understanding of the current and future state of the industry, knowledge of the innovative products that can best benefit our company and the industry, and major professional and industry development that will make me a greater asset to the company.

Thank you for considering this proposal. I’m happy to discuss further on why attending WestPack will be a valuable investment for [Company Name].

Very Respectfully,

[Insert Name]