

Hi [decision maker name],

I'm writing to request your approval for my attendance at **Brand Licensing Europe (BLE)**, held from the 10-12 October 2017 at Olympia London.

BLE is the only pan-European event dedicated to licensing and brand extension and brings together brand owners from all categories including entertainment, sport, animation, gaming and heritage.

By attending, I will have the opportunity to stay on top of the latest trends and releases by walking the show floor, organise meetings in advance through the Matchmaking Service and see a range of product collaborations first hand in the product showcase.

With your approval to attend, I will be able to:

- **Expand my knowledge** – with seminars ranging from the basics of licensing through to the ins and outs of a licensing contract
- **Meet brand owners** – there will be 280+ brand owners showcasing their properties across 3 zones at the show. You can see the full [list of exhibitors here](#)
- **Build new relationships** – I can use the free Matchmaking Service to fill my diary and organise meetings before the show to make sure I spend my time most effectively

The approximate costs for my attendance are:

Flight / train	£XXX
Transportation (round trip from airport to hotel)	£XXX
Hotel (at £XXX per night)	£XXX
Meals (5 days at £XX per meal)	£XXX
Total cost to attend:	£XXXX

I believe that attending BLE will be an extremely effective use of my time, and to spend the 3 days at the show will not only help with my learning but also enable me to bring back knowledge of what brands may work well in our stores and give me the opportunity to start building the relationships with brand owners that can be developed. I will have the opportunity to get a glimpse into what will be popular for the coming years and have the ability to start forward planning our product lines.

I will submit a summary of my learnings and opportunities for our store when I return, and circulate an action plan of recommendations for consideration and discussion.

Thank you for your consideration. Please don't hesitate to let me know if you would like to discuss this further, or need additional clarification. I look forward to your reply.

Kind regards,
[requester name]