

**Date**

Dear

I would like your approval to attend the American Public Health Association's 2017 Annual Meeting & Expo from Nov. 4 – 8 in Atlanta. APHA 2017 is the largest public health meeting in the world. During the four-day meeting, more than 4,000 scientific abstracts will be presented, offering countless opportunities to share and learn valuable information. Also included in the meeting is the Public Health Expo, the most significant gathering of industry providers in one place at one time.

APHA 2017 will give me unparalleled opportunities to learn from the latest research and practice, conduct hands-on assessments of the latest tools and services, network with industry experts and colleagues, and expand my professional horizons. I will be able to choose from hundreds of educational sessions. Top thought leaders will discuss industry trends, emerging issues and proven methods.

**I plan to achieve the following three objectives:**

*(Examples – I plan to take back information from three research studies that affect our work on XXX. I plan to meet with five companies that we could partner with on XXX)*

**Objective 1:****Objective 2:****Objective 3:**

After reviewing the conference schedule, I have identified a number of educational sessions I'd like to attend and have listed those on an attached worksheet.

APHA 2017 is a terrific value. Registration fees are considerably lower than those for most meetings of this size and caliber.

I am confident that by attending this event, I will provide added value to our organization. I look forward to bringing key takeaways back to implement and share with our organization to strengthen our work. Please let me know if you would like additional information, or check APHA's website at <http://www.apha.org> for details about this professional organization and its activities.

Sincerely,

Here is the breakdown of projected costs

<a href="#">Registration Fee</a>	I can save up to \$115 if I register before Aug. 10	\$
<b>Membership Fee (if applicable)</b>	I can <b>save an additional \$100</b> by becoming a member of APHA	\$
<a href="#">Airfare</a>	APHA has offered airfare discounts of up to 10%	\$
<b>Transportation</b>	Cab, light rail or shuttle to and from airport. The airport is 10 miles from downtown Atlanta	\$
<a href="#">Hotel</a>	APHA has negotiated lower rates for official hotels	\$
<b>Other</b>	Meals, per diem, parking, etc.	\$
<b>Total Estimated Costs</b>		\$