

How to convince your boss to send you to



Interested in attending **the premier event** for health and nutrition professionals focused on product ideation and development? SupplySide West and Food ingredients North America showcases ingredients and services from over **1,500 exhibiting companies**, offers more than **135 hours of educational sessions** and attracts upwards of **20,000 participants**. We want you to be there, and we're here to provide you with all the necessary information to convince your boss that this is **an event you cannot afford to miss**.

See the drafted letter below for you to adjust and send to your manager!

New message

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To

Subject **Requesting permission to attend the premier health and nutrition innovation event**

Dear <insert manager's name>,

I'm writing to request your approval to attend [SupplySide West and Food ingredients North America 2024](#). This year's event will take place at the Mandalay Bay Convention Center in Las Vegas, Oct. 28-31. Attending this event presents a valuable learning opportunity for me, and our company's participation could potentially propel us toward significant growth.

Why SupplySide West and Food ingredients North America?

SupplySide West and Food ingredients North America is the premier gathering of more than 20,000 health and nutrition professionals, bringing together buyers and suppliers from throughout the industry for networking, business, education and exploration. This fall, I will be able to dive into the science and strategy around the development of finished products driving the global business.

SupplySide West and Food ingredients North America unites:

Business professionals with a concentration on:	From the following health and nutrition industries:	Looking to make professional connections with:
<div>+ Research and development</div>	<div>+ Dietary supplements</div>	<div>+ Food and beverage ingredient suppliers</div>
<div>+ Product development</div>	<div>+ Food and beverage</div>	<div>+ Supplement ingredient suppliers</div>
<div>+ QA/QC</div>	<div>+ Sports nutrition</div>	<div>+ Contract manufacturers</div>
<div>+ Purchasing</div>	<div>+ Personal care</div>	<div>+ Flavor and fragrance suppliers</div>
<div>+ Supply chain management</div>		<div>+ Equipment and machinery companies</div>
<div>+ Marketing</div>		<div>+ Packaging and labeling suppliers</div>
<div>+ Processing innovation</div>		<div>+ Lab testing and analytical firms</div>
		<div>+ Wholesalers, distributors and brokers</div>
		<div>+ Legal/regulatory</div>

The latest trends and insights in the industry

Topics like active nutrition, women's health, healthy aging, legal and regulatory, and the microbiome, among many others, will be available to me during the event education program. Attending SupplySide West and Food ingredients North America will provide me with invaluable insights and knowledge that could significantly contribute to our company's product innovation and development efforts. The event promises to offer valuable takeaways that could positively impact our business as we navigate through the ever-evolving landscape of product development.

I hope that you agree that by attending SupplySide West and Food ingredients North America, I will be able to present you with new ideas, methods, insights and possible partnerships that will benefit our team and organization.

Thank you for your consideration,
<Insert your name>

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Send

Pass pricing and tiers



	Early bird: 6/28-8/19	Advance: 8/20-10/24	Onsite: 10/25-10/31
Manufacturers			
Expo Pass	\$399	\$449	\$499
Expo Pass Plus	\$799	\$899	\$999
Business service/other			
Expo Pass	\$799	\$849	\$899
Expo Pass Plus	\$1,199	\$1,299	\$1,399
Supplier/distributor of raw ingredients			
Expo Pass	\$899	\$949	\$999
Expo Pass Plus	\$1,299	\$1,399	\$1,499

Item	Expense
Badge cost	\$
Flight + luggage	\$
Parking	\$
Mileage	\$
Hotel	\$
Taxi / ride share	\$
Food and beverage	\$
TOTAL	\$



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North America

Mandalay Bay, Las Vegas