

Justification Letter for NIWeek 2012

Dear

I am writing to request permission to attend NIWeek 2012, the worldwide graphical system design conference hosted by National Instruments on August 6-9, in Austin, Texas. I believe the conference provides opportunities to boost our team's productivity through the three full days of interactive technical sessions, exhibitions, and hands-on workshops on the latest technologies for control, design, measurement, automation, manufacturing, and test.

Most engineering professionals who attend the conference increase their productivity, and the sooner we register, the lower our budgetary costs will be. We will receive a \$155 per person discount on the regular registration fee of \$1,350 if we register before May 31, 2012. Even better, we can take advantage of a special four-for-the-price-of-three promotional package that NI is currently offering, a savings of \$1,195.

In addition, we can maximize the value of our team attending NIWeek by developing a customized team agenda for participating in the 250 plus technical training sessions; the networking opportunities with more than 3,000 engineers, educators, and NI developers; and the exploration of new products and solutions at the exhibition featuring more than 200 exhibits. Our entire team would be able to attend daily keynotes highlighting leading-edge product demonstrations and, ultimately, have the chance to improve our knowledge of NI LabVIEW software and other NI products.

I feel that this is a justifiable expense that would result in our increased productivity, a competitive advantage for our company and more effective use of our software and hardware resources. Also, upon my return, I can share what I learned with others, multiplying the return on our conference investment.

Let me know if you have any questions about the technical program or any other aspect of NIWeek 2012, and I can share the conference literature with you. I hope you agree that our attendance at this conference would make a significant, positive impact on our organization. Thank you for considering my request.

Sincerely,