

Hi [Decision Maker],

I'd like to request approval to attend the upcoming KeHE Summer Show.

Attending the KeHE Show allows me to accomplish in a few days what would otherwise require months of individual supplier meetings, product reviews, and market research. By bringing suppliers, products, education, and industry expertise together in one place, the show provides an efficient way to evaluate opportunities that can improve store performance and support future growth.

If I attend, I can:

- Submit orders with incredible Show-Only Deals
- Find new products and promotional opportunities
- Discover emerging trends before they reach the market
- Build strong relationships with current and future supplier partners
- Bring back insights that can help drive customer sales
- Learn from other retailers facing similar challenges and everyday operations

While we're focused on daily operations, the industry continues to evolve. The KeHE Show provides a valuable opportunity to see what's next, learn from peers, and build relationships that can support future growth.

I believe the investment of time will deliver value long after the event ends.

Thank you for your consideration.

Best regards,

[Your Name]