

< Date >

Dear < supervisor's name > ,

I would like to attend United Fresh's newest marketing event, BrandStorm™, in San Francisco this November 14-16. BrandStorm is a one-of-a-kind event where I will meet with industry peers to share, discuss and explore new developments and exciting advancements in produce marketing.

United Fresh and their Produce Marketing & Merchandising Council have created BrandStorm to educate and inspire produce marketers in the industry with content-driven presentations and interactive learning opportunities. By attending this event, I will learn about new marketing channels, content marketing strategies, brand development and launch tactics, marketing best practices and more!

Here are a few reasons this event is a unique learning opportunity for me:

- I will **expand** my knowledge of produce retail and foodservice trends, focusing on consumer purchasing behaviors, emerging channels and new products.
- I will **cultivate** an understanding of generational behaviors in the marketplace and how to maximize them to effectively target our marketing efforts.
- I will **learn** key elements for creating a successful brand narrative.
- I will **develop** insight into marketing channels and learn how to leverage each for maximum potential.

The total estimated cost for the conference is \$<\$xxxx>:

Conference Fee:	<\$xxxx>
Roundtrip Airfare:	<\$xxxx>
Transportation:	<\$xxxx>
Hotel:	<\$xxxx>
Meals:	<\$xxxx>

I am confident you will see this as a worthwhile investment. Not only will I learn about current marketing best practices, but I will also have the opportunity to network with my industry peers, the Produce Marketing & Merchandising Council leaders and others inspired to brand-storm this fall.

Thank you for your consideration,

< your name here >