2020 CHICKEN MARKETING SUMMIT
JULY 19 - 21, 2020

Winning with Chicken

Omni Amelia Island Plantation Resort, Fernandina Beach, FL

Dear

I would like your approval to attend **Chicken Marketing Summit in Fernandina Beach, Florida, on July 19-21**. This is the premier conference for poultry industry stakeholders to network, share, learn and dialogue together about the opportunities and challenges for chicken driven by fast-changing consumer demands.

A series of educational sessions, focusing on the theme "**Winning with Chicken**," will provide the latest data and insights to help us formulate a winning strategy. The summit includes 1-½ days of educational presentations covering important topics including macrotrends impacting demand for protein, new alternative to NAE chicken production and marketing, key consumer trends driving retail and foodservice sales, marketing a balanced approach to bird welfare and much more.

In addition to important educational sessions, Chicken Marketing Summit offers valuable networking where I can connect with key decision-makers and professionals from the entire chicken supply chain. In 2019, attendance included representatives from **Arby's, Bojangles, Chick-fil-A, Inspire Brands, Panda Restaurant Group, Zaxby's** and others. Plus, **19 of the top 20 U.S. broiler producers** were also represented.

I am seeking approval for registration fees and travel-related expenses. Cost of my attendance is outlined below:

Airfare/Travel:	
Hotel:	
Registration fee:	
Additional food and travel-related expenses:	
Total to attend:	0.00

Attending Chicken Marketing Summit will allow me to return with the latest education on consumer trends and solutions that I will immediately be able to put into practice. Thank you in advance for your support. Please let me know if you have any questions.

Sincerely,