



Dear

I would like your approval to attend **Chicken Marketing Summit in Birmingham, Alabama, on July 29-31**. 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 “**Chicken 2035: Anticipating Trends, Adapting Strategies,**” will provide the latest data and insights to help us fine-tune our marketing and sales efforts. The summit includes 1-½ days of educational presentations covering important topics including predicting the wants and needs of the chicken consumer of 2035, What Gen Z wants from chicken foodservice, the broiler of tomorrow-2035, 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 2023, attendance included representatives from **Chick-fil-A, Inspire Brands, Lee’s Famous Recipe Chicken, Panda Restaurant Group, Raising Cane’s, Whataburger** and many others. Plus, **9 of the top 10 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:	

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,