**ASB BakingTECH Conference 2023**

Justification Letter

­­­­­­­

From: **<Your Name>**

To: **<Supervisor’s Name>**

Re: Attending ASB BakingTECH

I am interested in attending the American Society of Baking’s annual BakingTECH technical conference February 28 - March 2, 2023 in Chicago, IL and would like your approval to make the trip. ASB’s annual conference brings together individuals in the baking industry for professional development, education, recognition, and networking. It attracts professionals from around the globe who work in all sectors of the baking industry, including commercial bakers, equipment manufacturers, ingredient suppliers, and allied trade support services. Attending will enable me to get up to date on our ever-changing industry, learn about new technologies and solutions, and meet with key players. I believe it will help our company stay ahead of the curve and will be well worth the investment.

Attending BakingTECH will allow me to gain a variety of perspectives and solutions for the challenges that businesses like ours are facing. A few highlights include:

* 1,000 baking industry professionals are anticipated to attend the conference
* More than 150 leading grain-based food companies are expected to exhibit at the MarketPlace
* Over 15 free educational sessions focused on new ingredient and engineering innovations, consumer behaviors, adapting to new technology, sustainability, product trends, carbon emissions, workforce issues, and other topics
* Opportunities to host and/or attend Brain Exchanges to share our company’s newest innovations with interested parties and to learn from others
* Numerous networking events, including the opening reception, luncheons, and Casino Night reception.

While at the conference, I can meet with current and prospective suppliers/customers/partners for every kind of product and step in the production process, including: **<**[**Find exhibitors**](https://asbe.org/marketplace2023/exhibitordirectory/) **of interest & list here.>**

I plan to focus on finding solutions that can help us with the following projects or goals:

* **<describe project or initiative>**
* **<describe project or initiative>**
* **<describe project or initiative>**

I would be happy to share my learnings and to provide you with an executive summary and/or action plan as follow-up.

My anticipated expenses are as follows:

 Registration: **<fill in:** [**Baker/Supplier rates can be found here**](https://asbe.org/bakingtech2023/registration/)**>** (*Rates increase after January 13, 2023)*

 Roundtrip Airfare/Mileage: **<fill in fare or mileage-reimbursement cost>**

 Hotel: **<fill in:** [**Hilton Chicago, special ASB rate of $189/night + tax**](https://asbe.org/bakingtech2023/hotel-and-travel/)**>** *(Book by February 6, 2023)*

 Per Diem Meals: **<fill in>**

 Expected Total Costs: **<fill in>**

Thank you,

**<your name here>**