**ASB BakingTECH Conference 2025  
Justification Letter**

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From: **<Your Name>**

To: **<Supervisor’s Name>**

Re: Attending American Society of Baking (ASB) BakingTECH 2025

I am interested in attending the American Society of Baking’s annual BakingTECH technical conference, scheduled for February 15-18, 2025, in Orlando, FL, and would like your approval to make the trip. ASB’s annual conference is a premier gathering in the baking industry, providing opportunities for professional development, education, recognition, and networking. It attracts professionals from around the world, including commercial bakers, equipment manufacturers, ingredient suppliers, and allied trade support services. Attending will enable me to stay updated on industry advancements, explore new technologies and solutions, and connect with key players, ultimately benefiting our company by helping us stay ahead of trends.

Attending BakingTECH will offer me diverse insights and solutions for the challenges that businesses like ours face. A few highlights include:

* **Over 1,000 baking industry professionals** expected to attend
* **More than 100** leading grain-based food companies showcasing innovations in the Formulation Floor
* **15+ educational sessions** focusing on new ingredient and engineering advancements, consumer behavior, sustainability, product trends, workforce issues, and more
* Opportunities to participate in **organic meetups** to discuss and learn about the latest innovations
* **Networking events** like the opening reception, luncheons, and a closing reception

While at the conference, I can meet with current and prospective suppliers, customers, and partners across various segments of the production process, including: <[List specific exhibitors of interest here.>](https://asbe.org/formulationfloor2025/information/#ExhibitorList)

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/bakingtech2025/registration/)**>** (*Rates increase after November 14, 2024)*

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

Hotel: **<**[**fill in: Renaissance Orlando SeaWorld, special ASB rate of $249/night + tax**](https://asbe.org/bakingtech2025/hotel-and-travel/)**>** *(Book by January 15, 2025)*

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

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

Thank you,

**<your name here>**