**ISC East Sample Letter**

Dear [Manager],

I’m requesting approval to attend [ISC East](https://www.isceast.com/en-us.html), the Northeast’s leading security & public safety event, taking place this November 15-17 at the Javits Center in NYC (SIA Education@ISC: November 15-17 | Exhibit Hall: November 16-17).

Hosted in collaboration with premier sponsor Security Industry Association (SIA) and in partnership with ASIS NYC, each year security dealers, installers, integrators, and consultants, along with corporate, government and law enforcement/first responder practitioners, convene in New York City at ISC East to network, learn and evaluate the latest technologies and solutions from premier exhibiting brands. The combination of one-on-one conversations with top innovators, high-quality special events, and cutting-edge education and training, make ISC East the most comprehensive East Coast event to guide the industry in getting back to business.

Below are a few ways my attendance will help the team:

* **Supplier Analysis/Competitive Research:** ISC East will feature [hundreds of exhibitors and brands](https://www.isceast.com/en-us/for-attendees/exhibitor-list.html) and over 130 product categories. I’ll be able to explore the newest products and solutions covering Access Control, Biometrics, Video Surveillance, IoT Enabled Devices, IT & Cyber Security, Public Safety, Drones & Robotics, and more. Sample exhibitors I am looking forward to meeting include:
	+ Exhibitor 1
	+ Exhibitor 2
	+ Exhibitor 3
* **Educational Opportunities:** The dynamic [SIA Education@ISC East Program](https://www.isceast.com/en-us/sia-education-isc.html) will allow me to learn about all new content on the most current business trends, technologies and latest developments. I will learn from experts and take our security to the next level. Sample sessions I am looking forward to attending include:
	+ Session 1
	+ Session 2
	+ Session 3
* **Professional Development:** By attending SIA Education@ISC, I can qualify for CE hours which will allow me to continue growing my education of the industry and enhance my professional development. I can self-report my education hours to relevant industry bodies including ALOA - Education Credits (AEU), ASIS - Continuing Professional Education Credits (CPE), and NICET - Continuing Professional Development Points (CPD).
* **Networking Opportunities:** At ISC East, I will also have the chance to network with other industry professionals and join conversations with leaders and key decision makers. By co-locating with NDEM Expo, a conference trade event and online resource dedicated to the preparation, response, and recovery of physical and human assets of public and private organizations, I will also have exposure to thousands of contacts in both industries! Sample special events I plan to attend include:
	+ Event 1
	+ Event 2
	+ Event 3

Last but not least, through the travel experts at Connections Housing, ISC East has [negotiated travel discounts](https://www.isceast.com/en-us/show-info/hotel-travel.html) and secured a limited number of reduced-rate hotel rooms to make my trip to New York more affordable!

Please let me know if you need any additional information to approve my trip to ISC East this November, and thank you for considering my proposal.

Sincerely,

[your name]