

To:
From:
Re: **Esri International Business Summit Conference Proposal**

I would like to attend the 2014 Esri International Business Summit, July 12-15, 2014 in San Diego, California. This experience will ensure we are understanding and are in the position to get the most out of our investment in GIS and Location Analytics technology. The conference will also help us identify and apply cutting-edge solutions to current business challenges.

For four days in one place, this conference provides training in Esri software, presentations from other business uses of location technology, and opportunities for me to get our specific technical questions answered by Esri staff and partners. The event also includes vendor and map displays from around the world and special interest group meetings that will connect me with GIS users from our both our region and industry.

A targeted audience of other business and technical managers are invited to the Business Summit, and more than 15,000 professionals across industries attend the Esri UC, of which I am a part of on Monday and Tuesday. At the UC, attendees representing nearly every industry sector, government organization, and non-profit field are present, allowing me to understand new applications for this technology, as well as make contacts across industry to help further the work we do. This abundance of user-to-user communication is essential for learning about real-life GIS experiences, solutions, and tips.

This is an especially important year for me to keep up with changes in GIS and location analytics technology because of rapid advancements in the field. Location as a driver for business is becoming more powerful and accessible, and I need to know how we can use its capabilities to make the most of our resources and keep pace with our peers. These are three projects that could benefit:

- 1)
- 2)
- 3)

I am looking at ways to reduce expenses through complimentary registration, special hotel and airfare rates, ride sharing, and meals with vendors—yet, here's an approximate breakdown of conference costs:

Registration:
Airfare:
Transportation: (round-trip taxi from airport to hotel)
Hotel: (Five nights at \$200)
Meals: (Six days at \$60)
Total:

If I attend, I would submit a post-conference summary, including a set of recommended actions to further our work. I also plan to share relevant information with other staff members and departments.

Thank you for your consideration, and I look forward to your reply.