To:

From:

Re: Attendance at GS1 Connect 2025

Hi [supervisor’s name],

I am seeking your approval for my attendance at [**GS1 Connect 2025**](https://www.gs1us.org/education-and-events/events/gs1-connect?utm_source=website&utm_medium=referral&utm_campaign=gs1connect-homepage-justificationletter) **in Nashville, Tennessee, June 10–12, at the Gaylord Opryland Resort & Convention Center**. GS1 Connect® is an annual conference where attendees share industry trends and best practices for supply chain visibility and product data management. The conference also offers unique networking opportunities with leading brands, distributors, retailers, operators, technology providers, and GS1 US® experts to help implement GS1 Standards to address business challenges—not just for today, but in planning for the future.

After reviewing the [conference details](https://www.gs1us.org/education-and-events/events/gs1-connect/agenda), I have highlighted below why I would like to attend, and I seek your approval for registering.

1. **Getting Business Done**
   * Fifty percent of attendees return year after year! I will be able to meet with our trading partners and industry peers all in one place to conduct business. As attendees, we can meet with solution providers and participate in [Trading Partner Roundtables](https://www.gs1us.org/education-and-events/events/gs1-connect/trading-partner-roundtables?utm_source=website&utm_medium=referral&utm_campaign=gs1connect-tprtpage-justificationletter) and “How to Do Business With …” sessions that provide actionable information that I can put to work when I return to the office.
2. **Keeping Up With Trends to Innovate for the Future** 
   * I will be taking the time to reset, reframe, and reevaluate our business strategies in an environment that encourages sharing, learning, and collaboration. Attendees learn about breakthrough solutions to shared industry challenges that no one organization can solve on its own. There are opportunities to talk to GS1 Standards experts and learn how emerging technology and business processes intersect with standards and the digital supply chain.
3. **Learning & Education**
   * There are many different types of education available, ranging from industry-specific tracks, cross-industry presentations, keynote speakers, topic tours, and roundtable discussions, enabling me to customize my experience.
4. **Networking**
   * In addition to the robust educational content, Nashville is expecting over 1,200 individuals. See the [400+ companies](https://www.gs1us.org/education-and-events/events/gs1-connect/attending-companies?utm_source=website&utm_medium=referral&utm_campaign=gs1connect-attendingcompaniespage-justificationletter) who attended in 2024. I will gain new insights for my professional development from this diverse group of cross-industry peers and discover new tools and resources I can bring back to the organization
5. **One Trip, Many Touchpoints**
   * Before attending GS1 Connect 2025, I can participate in *[put your specific industry meeting title here]* or GS1 US University to *[put your specific goal here]*

**Cost vs. Value**

It’s true that there is a cost to attend, but this year, GS1 Connect is offered at a year-round “early bird rate” of $2,025. The value of being able to conduct \_\_\_ meetings on-site with \_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_ will help offset the costs. Plus, I will bring back learnings and best practices that directly

translate into improvements in productivity and outcomes.

[Visit our website](https://www.gs1us.org/education-and-events/events/gs1-connect/pricing?utm_source=website&utm_medium=referral&utm_campaign=gs1connect-pricingpage-justificationletter) for more details on special pricing offers, including Early Bird Perks\* and discounts for groups and GS1 US Initiative Members.

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| Attendee Expenses | | |
| Registration *(Register by December 31, 2024, and save %15)* |  |
| GS1 US University |  |
| Airfare |  |
| Gaylord Opryland Resort & Convention Center (X nights @ $249+ taxes/fees) |  |
| Meals (most included in the conference fees) |  |
| Mileage/Taxi |  |
| Total |  |

Debrief Plan

I’d like to work with you to develop a plan to share learnings with relevant parties within our organization after the conclusion of the conference. By relaying the key takeaways and resources from the sessions and speaker presentations, I can provide value to the team as well as other departments within the enterprise that could benefit from the information.

Sincerely,

*[Insert your signature]*