

Lead **Digital Transcendence**

Making the Pitch

At some point you may have the opportunity to present or bolster your formal request to attend **IPC APEX EXPO 2022** to your manager. Every boss and organization is different, but we have compiled a list that may help to persuade your boss to support your attendance at **IPC APEX EXPO 2022**.

Topics for Gaining Approval to Attend

Best Rate: Visit the [registration page](#) and determine your qualifying rate. **Note that all rates increase after December 17.** Did you know that becoming an [IPC member](#) can save you money on registration? Or that **group rates** are available?

Session Content: Identify [specific sessions](#) and speakers that are relevant to your organization's and your work, and think through how attending these sessions will positively impact your work.

Vendor Contacts: Plan to visit [specific exhibitors](#) at the event to learn about new tools that your organization currently uses or you are interested in evaluating.

Share with Your Team: Spotlight pertinent sessions which will immediately benefit your organization and offer to deliver a presentation to your colleagues upon your return.

Investment: This conference isn't an expense, it's an investment. What is the return on investment (ROI) of you attending? You should be able to showcase the benefits/value to your organization in relation to the expense it will incur.