**Why Attend the PIUG 2020 Annual Conference?**

*You know why you need to attend the PIUG 2020 Annual, but does your employer?  If not, use the letter below to help make your case. Simply copy and paste the text or download the electronic file, tailor it to your specific needs, and send it to your boss.*

Dear [Employer],

Providing decision-ready information and insights to you and our colleagues here at [Organization] requires me to stay on top of the latest developments in patent information. That’s why I need your approval to attend the Patent Information Users Group (PIUG) 2020 Annual Conference in Orlando this April.

PIUG 2020 is the **only** industry meeting dedicated solely to meeting my professional learning needs, the **only** conference I consider absolutely essential to my professional success. If PIUG 2020 didn’t exist, I would need to invent it.

PIUG 2020 lasts just a few days, but it offers more than 30 educational sessions and workshops that explore the latest trends in gathering, organizing, analyzing, and sharing information and knowledge. The lineup at PIUG 2020 includes cutting-edge topics like artificial intelligence, the latest in search tools and techniques, and patent landscape analysis—each one tailored to my interests and needs.  Workshops from sponsors and exhibitors such as STN, Clarivate, BizInt, Questel, GenomeQuest, Minesoft, CPA Global, and the EPO help me find new vendors and catch up with our current information providers.

Plus, at PIUG 2020, I’ll be surrounded by hundreds of other patent information professionals who face the same challenges I face—and who, like me, are trying new approaches, testing new products, and implementing new strategies to get ahead. Every person I talk to between meetings, over lunch, and in hallways is someone who could teach me something I don’t know. I can’t find that kind of learning environment anywhere else.

Best of all, PIUG 2020 is a great value. Registration and hotel fees are MUCH lower than those for most conferences of this caliber and most meals are included with registration, and the conference’s format packs a lot of punch into a small package.  There is a substantial discount for registering early and being a member of PIUG as well.

If you give me the go-ahead to attend PIUG 2020—and I sincerely hope you will—you can expect me to return from Orlando with plenty of new ideas and insights I can put to work right away. Please let me know if you would like additional information or visit PIUG’s 2020 Annual Conference website at <https://www.piug.org/an20meeting> for details.

Sincerely,

[Your Name]