

CORROSION

Conference & Expo **2020**
June 14-18 • Houston, Texas

George R. Brown Convention Center

ATTENDEE JUSTIFICATION TOOLKIT

How to Sell Attending CORROSION to Management

CORROSION

Conference & Expo 2020
June 14-18 • Houston, Texas

Experience a New Corrosion Forefront

We're excited that you're looking to incorporate CORROSION 2020 into your schedule and want to support your business case to help you attend. As part of these efforts, we've put together this Attendee Justification Toolkit, providing you with must-know information about the conference for you and your supervisor.

The toolkit includes:

- General tips
- Conference details and demographics
- Top 10 reasons to attend the conference
- A justification letter to present to management



We hope you find this toolkit useful in making your case for attending CORROSION. This comprehensive event includes vast educational, research, technical, and networking opportunities to help further your career.

We hope to see you in Houston!

For more information, visit
nacecorrosion.org/registration

How to Justify **Conference Attendance**

If you and your company are involved in the corrosion industry in any capacity, **CORROSION** is a must-see event for you and your organization. Show the value of attending **CORROSION** to your supervisor by understanding your conference expenses and selling the variety of benefits.

Outline your approximate conference expenses. To get started, review the following pages:

- For conference registration pricing, read the Registration page: nacecorrosion.org/registration
- For transportation pricing, read the About page: nacecorrosion.org/about
- For hotel accommodations, read the Housing page: nacecorrosion.org/hotels

Evaluate the potential return on investment by first checking out the Advance Program online:

- Whether your goal is to procure and cultivate new business partnerships or learn from the technical sessions and earn Professional Development Hours (PDHs), be sure to share how you will achieve these goals and how they will benefit you and the company.
- Look at the technical sessions, networking events, and other activities available. Build a tentative schedule with reasoning for attending each event.

Create a wish list of customers and partners you've yet to reach:

- Review the conference floorplan to see exhibiting companies and look for potential customers, vendors, and partners with whom your company wants to make connections. The interactive floorplan can be found here: nacecorrosion.org/conference-floorplan

Prepare to deliver a presentation after the conference, sharing with your coworkers and peers what you gained from the conference, along with recommendations on how best to take advantage of the information and resources you compiled.



96% of attendees would recommend **CORROSION** to a colleague

For more information, visit nacecorrosion.org/registration

About **CORROSION 2020**

The world's largest corrosion conference and exposition, **CORROSION 2020** brings together 6,000+ decision makers and corrosion professionals from 70 countries. This year, the conference will be held in Houston, home to a unique melting pot of culture, food, and music.

Who Attends **CORROSION?**

Top Company Functions:

- Coatings Services
- Engineering
- Testing Services
- Cathodic/Anodic Protection
- Chemical Processing
- Architectural/Design
- Laboratory/Research
- Materials Selection & Design
- Surface Preparation/ Blasting
- Onshore/Offshore Exploration

Top Job Functions of Attendees:

- Engineers
- Project Managers/ Supervisors
- Consultants
- Technicians/ Technologists
- Sales/Marketing
- Scientists/Researchers
- Inspectors
- Executives/Senior Management
- QA/QC
- Coatings Inspectors

Top Industries Served & Affected by Corrosion:

- Gas and Liquid Pipelines
- Oil & Gas Exploration & Production
- Refinery/Gas Processing
- Gas Distribution
- Chemical/Petrochemical
- Water/Wastewater
- Electric
- Maritime
- Mining
- Nuclear

97% of attendees would attend another **CORROSION** Conference

For more information, visit nacecorrosion.org

Top 10 Reasons to Attend

- 1** Hear from experienced corrosion professionals as they share stories of failure, success, interesting incidents from the field, and other case studies.
- 2** Connect with young professionals and students looking to build careers in the corrosion industry.
- 3** Support the next generation of corrosion professionals by attending networking events benefiting the NACE Foundation.
- 4** Reference the conference proceedings via USB flash drive, which include 400+ technical papers, for years to come. *(Additional fees may apply.)*
- 5** Explore 80,000 sq. ft. of exhibit space, where 450+ companies showcase their latest products, technology, and services.
- 6** Gain insight into career advancement through personal and professional development strategies.
- 7** Increase your corrosion knowledge and gain Professional Development Hours (PDHs) by attending 40+ technical symposia and forums.
- 8** Engage in more than a dozen networking events tailored to connect you with your industry peers.
- 9** Meet NACE members who will attend 200+ technical and administrative meetings to work on standards and reports and exchange ideas.
- 10** Learn from industry experts during 1,000+ hours of technical education from 15 industry and technology tracks.

View the Technical Program at nacecorrosion.org



Justification Letter

Feel free to incorporate any of the demographic or top 10 reasons listed previously into the letter to help make your business case. Remember: the more specific details you can include on how attending the conference will benefit you, your work, and your organization, the stronger your proposal will be

[Date]

RE: Attending CORROSION 2020

Dear [Supervisor's name],

By attending CORROSION 2020, June 14-18, 2020, Houston, Texas, I would bring back knowledge and contacts that would greatly benefit our organization. The world's largest corrosion conference and exposition, CORROSION, provides me with the opportunity to attend technical and educational sessions that would directly impact my work, as well as network with 6,500+ corrosion professionals from over 60 countries.

I've reviewed the conference's Technical Program, and I look forward to attending [insert specific technical sessions, networking events, and other activities you plan on participating]. By attending these events, I will gain valuable knowledge and contacts to share and benefit our organization. As the [insert your job title], my specific goals in attending are to [insert goals as related to your job responsibilities]. Below is an approximate breakdown of expenses:

- Conference registration: [\$xxx]
- Networking events: [\$xxx]
- Roundtrip airfare: [\$xxx]
- Transportation: [\$xxx]
- Hotel: [\$xxx]
- Meals: [\$xxx]

Total cost: [\$xxxx]

This year, our organization set out to [insert company's goals], and attending CORROSION will work towards these goals by [insert what you will gain from attending and how these efforts connect to the organization's goals].

Upon returning from the conference, I look forward to compiling a brief presentation on new contacts made, details on the latest corrosion news and technology, vendor product and service information, and speakers' presentation notes to share with the rest of the team, as well as make any conference materials available to my coworkers.

Thank you for considering support of my attendance at CORROSION.

Sincerely,
[Your name]