

Attendee Justification Tool Kit

An ROI Guide to AFPM's Reliability & Maintenance Conference & Exhibition

Are you interested in attending AFPM's Reliability & Maintenance Conference and Exhibition and need to convince your boss? We want to assist you with the approval process. If you need to justify the expenses and provide backup to explain the ROI of attending, we have provided you with 5 simple steps to help build your case.

STEP 1:

Set three **personal goals** for attending the event that will benefit you and your company.

Example Goals for Operating Companies:

- Opportunity for me to see how reliability and maintenance operations elements can be innovated to enhance our facility's operations.
- Attend sessions led by subject matter experts that examine real-life case studies, trends in technology, leadership, and strategy development.
- Explore possible solutions to "X" with vendors in the exhibit hall.

Goals for Suppliers:

- Opportunity for me to engage with nearly 1,500 industry professionals (potential customers and suppliers) over 3 days and nights which allows me to strengthen current relationships while building new ones.
- Opportunity to sit side-by-side in the sessions with decision-making professionals and gain insight on innovative ideas and trends.
- Allow me to engage with current and potential clients and service partners while exercising new strategies to solve my clients' challenges in revolutionary ways.

STEP 2:

We have provided a Costs Worksheet to assist with itemizing all the potential costs incurred while attending AFPM's Reliability & Maintenance Conference and Exhibition. Registration fees are summarized below. The Costs Worksheet included in the Justification toolkit lists all additional expenses such as travel, lodging, food, etc. that you may incur as well.

<i>Full Registration*</i>	By April 14	After April 14
Member OpCo/Exhibitor	\$900	\$1,000
Non-member Opco/Exhibitor	\$1,500	\$1,600
Non-member Non-exhibitor	\$1,700	\$1,800

*Save an additional \$200 off above registration fees by booking a hotel room by April 14 through AFPM.

STEP 3:

Completing the Benefits Worksheet will help break down all of the [education sessions](#) you plan to attend and the professionals with whom you plan to meet and network.

STEP 4:

Use this template to create a customized Cover Letter which can be attached to your Costs and Benefits Worksheets and provided to your boss.

STEP 5:

Use this template to create a post-event report for your management outlining all you have gained from attending RMC17.

Good luck with your presentation!