[Date]

Dear [school administrator],

Knowledge is power, and in the spirit of making a more powerful impact in the lives of my students, I would like to attend the **International Literacy Association 2019 Conference.** The conference will be held in **New Orleans, LA, October 10–13, 2019.**

ILA’s conference is the premier event for literacy professionals worldwide, and this year’s theme focuses on how to create and grow a thriving culture of literacy in your school, district, and community—one that not only inspires and empowers students and teachers, but also sets them up for greater success. I hope you will agree that attending ILA 2019 would be a transformative opportunity for me as an educator, and for our [school/district/other], for the reasons below:

1. **An ILA conference is an unparalleled professional learning experience.**

I will have the opportunity to build my own professional learning agenda and to examine the latest research and trends in the classroom at ILA 2019. With more than 300 educational sessions from which to choose, I will be able to attend those that focus on the challenges our [school/district/other] is currently facing.

1. **I’ll learn from the best and brightest in literacy and network with colleagues from around the world.**

The conference sessions and workshops feature renowned literacy leaders, educational experts, and award-winning children’s literature authors, and their knowledge and motivation will expand what I know about literacy and help me achieve the goals set by our [school/district/other]. I’ll have the opportunity to connect with fellow educators to grow my PLN and learn new teaching methods in play at other [schools/districts/other] around the globe.

1. **The knowledge I will gain will benefit our [school/district/other].**

At ILA 2019, I will gain valuable inspiration and useful resources from speakers, exhibitors, and other educators. This information will help me learn how to bring literacy to my practice in unexpected ways and to embrace my role in creating a more literate world. I will share what I have learned with the staff of our [school/district/other] to help others transform their teaching practice for the better, so that we as a [school/district/other] can improve our overall performance.

For your convenience, I have attached estimated costs for ILA 2019 on the following page. Please consider this worthwhile investment that will offer returns for years to come, and please feel free to visit the conference website ([ilaconference.org](http://www.ilaconference.org)) for more information.

A choice of words is a choice of worlds. I hope that you'll choose "yes," and open a whole new world of experiences for me as a literacy educator (and, in turn, our [school/district/other]). With just one word, you can transform lives through literacy!

Thank you in advance for your consideration.

Sincerely,

[Name]

**Estimated Costs for ILA 2019**

The costs to attend the ILA 2019 Conference are the registration fee, travel expenses, hotel, and a meal per diem.

Please note:

* Early Bird rates (deadline May 15, 2019) are the best value; on-site rates will be higher.
* All costs below are based on registration before the Standard Registration rates end (deadline October 8, 2019).
* There is limited availability for Conference Plus Registration, Conference Complete Registration, Institute Day, and Children’s Literature Day.

Estimated breakdown of costs are based on Standard Registration rates:

**Core Conference Registration (Friday, 10/11 & Saturday, 10/12)**

$300 for ILA members and $400 for nonmembers

**Conference Plus Registration (Friday, 10/11 & Saturday, 10/12 and either Thursday, 10/10 or Sunday, 10/13)**

Includes admission to the Core Conference and either Institute Day (Thursday) or Children's Literature Day (Sunday)\*

$500 for ILA members and $600 for nonmembers

**Conference Complete Registration (Thursday 10/10, Friday 10/11, Saturday, 10/12 & Sunday, 10/13)**

Includes admission to Institute Day, the Core Conference and Children's Literature Day\*

$600 for ILA members and $800 for nonmembers

**Institute Day Registration (Thursday, 10/10)**

Admission for one Institute on Thursday only

$200 for ILA members and $300 for nonmembers

**Children’s Literature Day (Sunday, 10/13)**

Admission on Sunday only, which includes a sit-down lunch. Admission to Author Meetups is purchased separately.\*

$220 for ILA members and $320 for nonmembers

*\*CLD Author Meetup tickets will be an additional cost based on member/nonmember rates and deadlines with limited quantities.*

**Airfare:** [fill in blank]

**Transportation to/from Hotel:** [fill in blank]

**Hotel:** $199–$239 per room, per night (taxes are 14%–15.75% per room, per night and subject to change)

**Meals:** [fill in blank]

**Total:** [fill in blank]

Thank you again for your consideration!