

NAFCD + NBMDA DISTRIBUTOR FORUMS JUSTIFICATION TOOLKIT



NBMDA understands that organizations often have limited education budgets. We are here to help you develop a strong justification for attending our new regional, one-day Distribution Forum event. Use the tools in this kit to explain how attending this event will be a smart investment in both your personal career growth and your business' growth.

Focus on the Bottom Line

When resources are tight, focus on the bottom line by doing a Cost-Benefit Analysis. This worksheet will help you determine the full cost of attendance and identify the benefits you and your organization will gain. Customize the justification letter on the last page to help you draft a formal (and persuasive) request for funding.

Creative solutions can help you get your request approved. Consider these options:

- Before meeting with your supervisor, prepare a plan that shows who will cover your normal duties while you attend this event.
- Offer to prepare and deliver a short presentation and Q&A session for your colleagues to share what you learned. This way, your coworkers will also benefit from your attendance.
- Share speaker handouts with your colleagues. As an attendee, you will have access to presenter materials that are easily downloadable once you return home.

Please contact info@nbmda.org for questions or support while drafting your request. We look forward to seeing you in the region near you!

Step 1: Determine the Costs

Before you can justify your expenses, you need to calculate what they will be. Use this worksheet to estimate the total cost of your attendance.

<i>All expenses and fees listed below are in USD.</i>	Cost
Registration Cost NBMDA Member: \$499 Non-member: \$699	\$
Transportation Distributor Forums take place at various member facilities across the nation. First, select the Forum nearest you , then determine transportation costs (ride share, gas, etc.) based on your location.	\$
Hotel (if needed) Depending on your location relative to the Distributor Forum near you, we have hotel options if you need to stay for one night.	\$
Subtotal Per Person	\$
Total number of employees attending	
Total Cost	\$

Step 2: Outline the Benefits

When showcasing the benefits of the 2026 NAFCD + NBMDA Distributor Forums, focus specifically on what benefits you will bring back to your company as a return on their investment. Use the [schedule](#) and [speaker information](#) to answer the following questions:

- How can networking open doors for your company? Could the people you meet help expand your product line or increase your market share?
- How can the education teach you a skill or solution that will help your team overcome current or future challenges?

When considering these questions, keep these tips in mind:

- List specific sessions/networking events you plan to attend and explain how they will impact you, your organization, and your job.
- List specific companies that you plan to meet with that will help you grow your business.
- Passion is the best persuasion technique – let yours shine through in your letter.

Step 3: Draft Your Justification Letter for the 2026 NBMDA + NBMDA Distributor Forums

Below, you will find a Justification Letter template to help you explain to your supervisor the benefits you will receive from attending the forum, how it will make you a better employee, and how it will help advance your organization. This general template will get you started while allowing you to customize it to you and your organization's needs.

Dear < approver's name >,

I would like to attend NBMDA's new **Distributor Forum** (INSERT REGION) taking place (YOUR REGION'S DATE) in (YOUR REGION'S LOCATION) at the (REGION HOST) facility.

This forum features an engaging, science-based workshop on **building a high-performing team**, as well as multiple casual and formal **networking opportunities** with fellow up-and-coming distribution professionals in our region.

Attending the 2026 NAFCD + NBMDA Distributor Forum (INSERT REGION) will allow me to create a regional network with future leaders of distribution companies. I will also gain critical distribution and leadership insights that I can take back to our company.

Along with the valuable networking and educational opportunities, these new Distributor Forums are only one day long, with minimal interruptions to my regular work schedule. Plus, lunch and a happy hour are provided with my registration cost.

I'm confident that between the insights into market trends and opportunities to grow my professional network, this forum will be a worthwhile investment in both my personal growth and the growth of our company.

I'm requesting < total amount you need > for the following expenses:

Forum Cost: <\$xxxx>

(If needed) Ground Transportation: <\$xxxx>

(If needed) Hotel: <\$xxxx>

Please let me know if you have any questions or would like more information.

Sincerely,

< your name here >