



4T|Phys 2023 | TOOLKIT

JUSTIFICATION TOOLKIT FOR RESEARCHERS AND EDUCATORS

Congratulations, you've made the decision to attend the BIOPAC 4T|Phys Human Physiology Conference. Now you need to gain approval from your supervisor, department head, or other authority, and you need to justify the cost and time away from the office.

To help you gain approval, we've provided some tips, resources, and ideas to assist you in making your best case. Perhaps your argument will be so convincing that you and your supervisor will both attend!

General Tips

This conference will provide hands-on, how-to workshops on current “Tools, Trends, Techniques, and Technology” in physiology and related fields. Renowned experts will present on how to measure and analyze human physiological signals and integrate physiology teaching systems into programs of study. 4T|Phys takes place at the University of California, Santa Barbara campus in Goleta, California, July 17-19, 2023. The 4T|Phys Conference offers the following unique opportunities:

- Gain insight into the tools, trends, techniques, and technologies for measuring physiological signals for scientific and related studies
- Learn the best practices and techniques from experts in various disciplines
- Network with acknowledged experts in the fields of psychophysiology and physiology data collection and analysis
- Provide a poster presentation of your most recent work

At the BIOPAC 4T|Phys conference you will learn:

- Practical methods necessary for recording and analyzing exceptional data and improving data quality
- How to use the latest equipment through “hands-on” experience
- How to set up a lab, prepare a subject, place electrodes, check signals, collect data, etc.
- Best practices and techniques from experts in major research areas

JUSTIFICATION TOOLKIT

When making your case to attend the BIOPAC 4T|Phys conference, follow this approach:

- Emphasize that the 4T|Phys conference is sponsored by BIOPAC, which has systems in over 98% of the world's top 100 universities
- Point out that the 4T|Phys conference is an exceptional value when compared to on-site training or other conferences
- Demonstrate the return on investment by focusing on what you will gain and the benefits you will bring back
- Position the conference as a training event—the 4T|Phys conference is all about “How to”
- Offer to deliver a short post-conference presentation to your colleagues so you can share what you learned
- Offer to present a poster of published research to promote your organization (previously presented posters are welcome)
- Be ready with a plan for staff coverage while you are attending
- Check out the registration page for cost-saving accommodation options

Articulating the benefits of attending the 4T|Phys conference

When you propose attending the BIOPAC 4T|Phys conference, strengthen your case by focusing first on the return on investment (ROI) to your department, project, or school. This ROI can include exposure to techniques to gather higher quality data for research projects, new ideas, innovative products, current technology, ways to streamline analysis, techniques to teach to research or lab teams, and future trends.

Every conference of value should offer two things—usable take-aways and opportunities to network. The BIOPAC 4T|Phys conference excels at both, presenting best practices for acquiring and analyzing physiological signals while also providing opportunities to spend time with experts in your field. The value of networking may be hard to quantify, but at the 4T|Phys conference you'll be learning directly from those same experts with whom you're networking!

Be specific in your explanation. Include the following specific details in your proposal:

- **“How-to” workshop.** These workshops are the core of the conference. Include those of greatest relevance to your work in your discussion/request.
- **Technology evaluation.** In the Technology Showcase Area, you'll meet vendors with products and services you use or may be evaluating for future use. Compare tools so you can understand capabilities and make informed recommendations.
- **Multi-disciplinary education opportunities.** The 4T|Phys Conference offers true multi-disciplinary education with attendees from across the spectrum of physiology research.
- **Quantify the benefits.** Be specific about how you will network, what you can learn each day, and which workshops are most suitable. Present your supervisor with the benefits.

It's all about the presentation! Good luck and see you in Santa Barbara!

Want to know more? Visit the [4T|Phys registration site.](#)

How to Justify Attendance at the BIOPAC 4T|Phys Conference

Calculate your budget using the table below

Expense	Guidance	Price
Conference Registration July 17 – July 19, 2023	<p>Register by Feb 28, 2023 for the early bird rate of \$675, a \$100 savings and first choice of workshops.</p> <p>Registration includes access to workshops, mid-morning and mid-afternoon refreshments, and a catered BBQ on the Pacific Ocean at Goleta Beach.</p>	<p>\$675 Early Bird (before March 1, 2023)</p> <p>\$775 Standard (March 1, 2023 - June 15, 2023)</p> <p>\$900 Late (after June 15, 2023)</p>
Flight	Many airlines offer discount or off-peak fares or check online travel sites. Due to L.A. traffic, we recommend flying into SBA.	<p>\$300-\$800 for US Domestic.</p> <p>\$800+ for International</p>
Lodging/Housing	<p>Check out the UCSB on-campus housing option in Manzanita Village Residence Hall – comfortable rooms at very affordable rates plus three meals a day. For very tight budgets, consider sharing a double-occupancy room.</p> <p>Hotels will cost between \$275-\$450/night.</p>	<p>\$505 - \$615 for UCSB on-campus housing</p> <p>Or</p> <p>\$300+ per night for traditional hotel off campus.</p>
Transportation: Airport to Hotel	There is no need for a rental car if you are staying at UCSB as the residence hall is a 10-minute walk to the conference site. You will need to get to UCSB by taxi, ride share, or other transportation.	\$10 for taxi from SBA to UCSB or \$55-65 for bus from LAX to UCSB.
Rental Car	If you choose to rent a car.	\$70 to \$110 per day
Mileage Reimbursement	If you are driving and your organization offers mileage reimbursement, track your miles driving to the conference or airport.	
Subtotal		\$
Total number of faculty/staff attending		
Total		\$

Sample Letter to Supervisor

Here's a sample "justification letter" to your supervisor explaining the many benefits that you'll gain from attending the BIOPAC 4T|Phys (Tools, Trends, Techniques, Technology) conference. Use it to explain how 4T|Phys will help make you a better researcher and advance your team's and department's goals. Simply copy and paste the text below, then customize the letter for your organization's specific needs.

Dear <Supervisor's Name>,

I would like to attend the 2023 BIOPAC Physiology 4T|Phys Conference, July 17–19, 2023, in Santa Barbara, CA. This conference includes many how-to workshops that are relevant to my research and/or teaching responsibilities.

Attending BIOPAC's 4T|Phys conference will enable me to participate in workshops that are directly applicable to my work and/or teaching and will allow me to network with a variety of experts and colleagues from around the world. <I will present a poster/will not present a poster> at this conference related to research being carried out by our organization.

To focus on our specific needs, I want to attend the following workshops:

- <include workshop name>
- <include workshop name>
- <include workshop name>
- <include workshop name>
- <include workshop name>

These workshops will allow me to gain knowledge and understanding about better research practices, recent innovations, and how we can improve the quality of our research. The conference faculty is made up of experts and many presentations directly relate to issues that we currently face.

Here is an estimate of costs associated with the conference:

Registration: <\$xxx>

Airfare: <\$xxx>

Ground transportation: <\$xxx> (free shuttle to/from SBA for those on UCSB Room & Board Plan)

UCSB room and board: <\$xxx>

Total cost: <\$xxxx>.

The opportunity to develop contacts and gain knowledge in specific areas of physiology data acquisition and analysis makes my attendance at BIOPAC's 4T|Phys conference a smart investment— one that will yield dividends throughout the year for our <department/team>.

Sincerely,
<your name & position>