Subject: SPS Commerce In:fluence 2017 Conference Proposal

Hi **[INSERT MANAGER NAME]** –

I would like to discuss the opportunity for me to attend SPS Commerce In:fluence 2017, the premier retail conference in Minneapolis on May 1-3, 2017.

At SPS In:fluence, I’ll hear firsthand from top executives who are leading the retail industry in the digital transformation. They’re working through the same challenges we’re facing, such as [creating personalized online and offline shopping experiences / streamlining the path to purchase / streamlining complex fulfilment / meeting the expectations of today’s consumers].

I’ll also hear retail execs share their successes and also discuss lessons learned – I will come back with knowledge and insight we should be able to put into action right away.

Breakout sessions will cover where the industry is heading, upcoming technologies and best practices that could benefit these projects:

* [add project or initiative]
* [add project or initiative]
* [add project or initiative]

This also is an excellent opportunity for me to network and make invaluable connections with industry professionals, vendors and potential partners. Since the event takes place in Minneapolis, I’ll also be able to schedule meetings with our [customers / prospects] [add company names].

**Here’s an approximate breakdown of costs:**

|  |  |
| --- | --- |
| Airfare | $xxx |
| Transportation (from airport to hotel): | $90 |
| Hotel (2 nights, approximately $159): | $318 |
| Meals (included in registration fee): | $0 |
| Registration Fee: | $1,195 |
| Discount: | $xxx |
| **Total Cost:** | **$1,403.00** |

SPS Commerce In:fluence 2017 will deliver incredible value. I’ll also provide a post-conference report, including an executive summary, major takeaways and tips. I’m also willing to share relevant information with key personnel throughout the company.

Thank you for considering this request. Please let me know if you have any other questions I can answer about SPS In:fluence.

I look forward to your reply.

Regards,

[INSERT NAME]