

GlobalShop and IRCE at  
**RetailX**

Design | Technology | Experience

Dear \_\_\_\_\_,

I'm writing to ask for approval to attend RetailX on June 9-11 in Chicago, IL. It's an educational retail conference and expo where industry professionals can connect, learn and discover solutions across the entire spectrum of physical and digital retail to create extraordinary experiences.

With the retail landscape ever changing, it's important to stay current to ensure our efforts are competitive and effective. At RetailX, I can get the information I need from the extensive content offered through the various conferences, which cover current trends, best practices, latest strategies, case studies, new solutions, and more. Specifically, I'm interested in:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

...which could directly benefit these projects:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Sessions cover everything from Retail as a Service and re-commerce to reshaping the last mile and BOPIS \_\_\_\_\_, RetailX offers transformative solutions to help boost our growth. You can learn more about RetailX on their [website](#).

Here's an approximate breakdown of conference costs:

Airfare:	\$ _____
Transportation:	\$ _____
Hotel:	\$ _____
Meals:	\$ _____
Registration Fee:	\$ _____
<b>Total:</b>	<b>\$ _____</b>

Similar events are typically 2-3x as expensive, making this a great educational and professional development investment. ***The earlier I can register, the cheaper it will be.*** We can save even more per ticket and cover more conference tracks if we send a team to the event.

Afterward, I'll share key takeaways and tactics that can have the most immediate positive impacts on the team.

Thank you for considering this request. I look forward to your reply.

Regards,

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