Dear [Name],

I’d like to attend Imagine 2018 on April 23-25, 2017 in Las Vegas. Imagine is the premier global Magento Commerce event for eCommerce Managers and Directors, Omnichannel and Customer Experience Managers and Directors, Marketing Leaders and Managers, Store Operators, and merchant innovators in the commerce industry.

This three-day conference provides an immersive experience that includes educational sessions, skilled training, networking events, and community engagement with 3,000 of the brightest stars in the Magento ecosystem.

**Here’s how attending Imagine 2018 can strengthen our team:**

1. I can share with our team the latest Magento platform developments, solutions, and tools that may benefit our business.
2. I will build connections with senior executives, marketers, merchandisers, developers, and commerce visionaries that provide real-world case studies. I can share these informative stories with the team for future improvements to our practices.
3. The sessions provide information on the cutting-edge innovations evolving the commerce industry. With this knowledge, we will be armed to plan future strategies based on customer expectations, experiences, analytics, and more.

You can learn about this conference on the Imagine 2018 homepage, [located here](https://imagine.magento.com/). Or watch the highlights video from last year’s conference [here](https://magento.com/resources/imagine-2017-another-one-record-books).

Registration includes access to all three days, Keynote Speaker sessions, Breakout Tracks and Special Sessions, and networking meals. Plus, they are offering a special [discounted price](https://aws.passkey.com/gt/215337451?gtid=baf7476e6f53bcb85d1a45d578db5370) of $245 per night to stay onsite at the Wynn Las Vegas.

I would be more than happy to write a report detailing what I've learned and recommend any changes we can implement to improve our strategy.

Please let me know if you have any questions or concerns. I am looking forward to making this opportunity work for our business.

Sincerely,