

**Instructions:** Please replace the highlighted fields with your information

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**Subject:** Request to Attend Firework Ignite 2025 – Advancing our e-Commerce Strategy

Dear [Supervisor's Name],

I'm requesting approval to attend Firework Ignite 2025, a global summit in New York City (October 14–16, 2025) that explores the future of e-commerce through AI strategies and video-powered solutions.

**Why This Summit Matters:**

**Global e-Commerce Perspectives**

Hearing directly from global leaders across the US, Europe, and Asia on how they're reshaping omnichannel digital shopping with AI-powered video commerce.

**Valuable Networking**

Build relationships with global peers, retail executives, and technology leaders driving the next wave of e-commerce growth.

**Investment Details:**

Item	Cost
Registration Fee	Complimentary with Invitation
Meals	Complimentary with Invitation during Summit Hours
Hotel	[If Local: Not required] / [Out of Town: Need to reach out to your Firework Representative for more information on accommodations]
Travel	[Insert Cost for Travel]

**Expected ROI**

- Actionable insights into using video and AI to improve product discovery and conversion to boost our revenue.
- Strategies to strengthen our own digital commerce roadmap and upcoming initiatives.
- Opportunities to apply global best practices to local market challenges.
- A chance to position our team as forward-thinking in e-commerce

Thank you for considering this request.

Sincerely,

[Your Name]

[Title], [Department]