*[Subject line suggestions - choose one or insert your own]*• Why I should attend Exact Macola Evolve 2016  
• Exact Macola Evolve 2016  
• Proposal to attend Exact Macola Evolve 2016

Hi [First Name],   
  
I would like to attend Exact Macola Evolve 2016. There will be three days of learning that include product training, best practices, industry trends and new innovations on Exact *[insert the products you own and use here*]. It’s truly the best way to ensure that we’re getting the most from our Exact investment and should result in immediate [*insert benefits here].*  
  
The 2016 conference focuses on real-life business solutions, so in particular, I’d like to focus on finding case studies, solutions, or best practices that could benefit these projects:   
*• [add project or initiative]  
• [add project or initiative]  
• [add project or initiative]*  
  
Attending Exact Macola Evolve 2016 will also provide:

• Training and experience. I'll be able to choose from more than 50 technical and content-rich sessions that will give me product insights and hands-on training. *[Optional – I can even earn CPE credits and we can pay the costs from our 2015 training budget if I register before the end of the year.]*

• Networking with peers and industry experts. I’ll learn strategies for achieving our top *[insert IT, business, or whatever priorities best fit you and your company]* priorities and be able to compare notes with other industry professionals.

The cost of sending me to Exact Macola Evolve 2016 breaks down like this:   
  
• Registration: $1,195  
• Airfare: $[insert estimate here]  
• Hotel: $ 179 per night

• Meals: $[insert estimate here] (\*Note: Most meals will be covered by the registration fee)   
  
The total conference costs are: $[insert total cost estimate here].  
  
Exact Macola Evolve 2016 is April 19-22, 2016 in Atlanta, Georgia. The conference website is [www.ExactMacolaEvolve.com](http://www.ExactMacolaEvolve.com). Please let me know if you have any questions and thank you for your consideration.   
  
Thank you,