

Whether you're looking to attend or encouraging someone else to, this overview makes it easy to share the value of the event. Feel free to use or personalize the note below when sharing this with your manager, colleague, or team:

Dear [Name],

I'd like to attend the [2026 AD Functional Success Summit](#), taking place July 13–15 in Orlando, Florida. This event is designed specifically for functional leaders across eCommerce, Marketing, HR, Finance, and IT within AD's independent distributor community.

The summit offers an unmatched opportunity to grow professionally, collaborate with peers, and bring back actionable strategies that will benefit our team and business.

Why This Summit Matters

- **Multi-Functional Collaboration** - Connect with AD peers across core functions, exchanging real ideas and solving shared challenges.
- **Built for Independent Distributors** - This event is tailored for businesses like ours, not large national chains, with content that reflects our specific needs and realities.
- **Innovation, Not Competition** - In a trusted, non-competitive environment, I'll gain fresh perspectives and practical tools from others facing similar challenges.
- **High-Value Content & Keynotes** - Hear 75+ from industry experts and thought leaders who deliver insights that translate into real results.

What I'll Bring Back:

- Function-specific best practices
- Cross-functional strategies
- New tools and technologies
- Expanded network within the AD community
- Ideas to improve performance and support our business goals

The **eCommerce: Digital Strategy track** features expert practitioners like [Nick Pericle](#), who brings practical experience helping organizations apply AI and digital tools to drive growth, scale operations, and build data-first cultures. These sessions are curated to help digital leaders optimize every stage of the digital journey, from strategy to activation.

Some session topics this year include:

- The AI-Driven Leader: Guiding Digital Strategy in a Time of Disruption
- AI in Action: Real Use Cases Transforming Digital Strategy
- The Digital Shift Shaping Manufacturing & Distribution
- Building a Data-First Distribution Organization
- eCommerce Network Groups

Thank you for your time and consideration. I look forward to your support in attending this high-impact industry event.