[Your boss' name],

I am seeking your approval to attend **Bridges Scotland 2025**, taking place on November 26-27, 2025 at the SEC Glasgow. This event presents an unparalleled opportunity that promises to significantly impact our business growth and market positioning, while also allowing me to further my professional development in the bridge engineering sector.

This event, above all others, is *the* biggest event for the bridge design, construction and restoration sector in Scotland. This will give me access to key decision-makers from Transport Scotland, local authority bridge engineers, structural design specialists, asset management professionals, and government officials that we normally wouldn't see in one place altogether. Attending will be critical to achieving [add project(s) or initiative(s) for business development/client acquisition/market intelligence/technical leadership]. We should consider the cost to our business if we don't attend while our competitors are there building relationships with potential clients.

**Here is why attending Bridges Scotland 2025 is essential to growing our business:**

1. **To accelerate client acquisition:** Through various high-impact networking opportunities available at the event, we'll have unmatched reach to key decision-makers across Scotland's bridge infrastructure sector. With Transport Scotland bridge specialists and local authority engineers in attendance, we can identify new opportunities and position our services for upcoming projects. Many attendees report securing contracts and partnerships directly from connections made at the event.
2. **To build strategic relationships:** Bridges Scotland 2025 provides the premier platform to connect with Scotland's bridge engineering leaders and public sector clients, paving the way for us to form new partnerships, secure project opportunities, and expand our client base. Co-located with Road Expo Scotland, the event brings together the complete infrastructure ecosystem, enabling us to position our solutions across multiple market segments.
3. **To demonstrate thought leadership:** Our presence at the event offers invaluable exposure to key players in the industry and positions us as experts in bridge engineering solutions. This is where leading companies strategically showcase innovations, share technical expertise, and demonstrate their capabilities to Scotland's bridge engineering community. Being visible here establishes our credibility with potential clients and partners.
4. **To gain competitive intelligence:** Bridges Scotland 2025 brings together world-class industry experts including Transport Scotland officials and leading engineers from consultancies like WSP. The sessions will deliver insights on the refreshed Inspection Manual for Highway Structures, bridge design innovations, carbon reduction strategies, and asset management approaches that will allow us to anticipate market trends and position our solutions ahead of the competition.

**A snapshot of who I'll be able to connect with:**

**/** Transport Scotland bridge management and procurement teams
**/** Local authority bridge engineers and asset managers
**/** Leading structural engineering consultancies and potential partners
**/** Bridge inspection and maintenance decision-makers
**/** Government officials and policy makers
**/** Construction and restoration contractors
**/** Technology innovators and solution providers
**/** Research institutions and academic specialists

**The event is free to attend**, making this an exceptional ROI opportunity for business development and market intelligence gathering. The event is co-located with Road Expo Scotland and runs in partnership with Transport Scotland, ensuring access to the highest level of public sector decision-makers and industry leaders. After attending, I'll provide a comprehensive debrief including key market insights, competitor intelligence, potential opportunities identified, regulatory updates, and actionable next steps for our business development strategy in the Scottish bridge engineering market.

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

Best regards,

[Your Name]