**Subject:** Strategic Opportunity: Attend BioProcess International 2025 to Advance Client Engagement and Technical Positioning

Dear [Boss’s Name],

I’d like to request approval to attend the **BioProcess International Conference & Exhibition**, taking place **September 15–18, 2025 in Boston**. BPI is the **largest bioprocessing event in North America**, attracting over 3,200 professionals across biopharma, biotech, CDMOs, and emerging therapeutic platforms.

As a [business development / applications / technical expert], my attendance will directly support our commercial goals by deepening client engagement, strengthening our technical credibility, and helping us stay ahead of the trends shaping our customers’ decisions.

**🎯 Why It’s Valuable for Us to Attend as Delegates**

**1. Connect Directly with Decision-Makers**
This event brings together upstream, downstream, analytical, and manufacturing leaders from the world’s top pharma and biotech companies—including the very teams we aim to support. By attending as a delegate, I can:

* Schedule 1:1 meetings via BPI’s partnering platform
* Engage informally at receptions and technical sessions
* Spot and initiate conversations with future clients in real time

**2. Understand What Clients Truly Need**
The sessions at BPI cover the **real-world challenges** that scientists, engineers, and CMC leaders are facing. Topics like process intensification, gene therapy scale-up, analytical comparability, and regulatory expectations are driving vendor and partner selection. Knowing these pain points firsthand gives us a competitive advantage in how we frame our value and solutions.

**3. Benchmark Against Competitors and Peers**
BPI draws a wide array of suppliers, CDMOs, equipment vendors, and software providers. Attending allows me to observe how others are positioning their offerings, what messaging is resonating, and how we can refine our differentiation strategy.

**4. Build Strategic Relationships**
The attendee base isn’t limited to end users—it also includes potential collaborators, channel partners, investors, and licensing scouts.

**5. Stay Technically Current**
As our offering supports complex biologics or cell/gene therapy pipelines, it’s important that I stay up to date on **emerging modalities, regulatory shifts, and manufacturing bottlenecks**. This strengthens how we engage customers—not just as a supplier, but as a trusted technical partner.

**📥 Extend the Value: Post-Event Access to Technical Content**

Delegate registration includes **full access to session recordings and slides** after the event—enabling me to:

* Review and revisit sessions most relevant to our customer base
* Share curated insights with the sales, product, and leadership teams
* Build a content library that can support future campaigns or sales tools

This multiplies the value of attendance over the long term.

**✅ Business & Technical Benefits to [Company Name]**

| **Focus Area** | **Value** |
| --- | --- |
| **Lead Development** | Identify and connect with qualified biopharma contacts actively seeking solutions |
| **Market Intelligence** | Learn what customers care about, and how competitors are responding |
| **Technical Authority** | Stay informed on regulatory, platform, and manufacturing trends shaping purchasing decisions |
| **Strategic Positioning** | Refine how we frame and communicate our unique value in a crowded market |
| **Partnership Building** | Engage directly with companies who may become customers, co-developers, or referrers |

**💰 Cost & Strategic ROI**

| **Item** | **Estimate** |
| --- | --- |
| **Delegate Registration** | ~$4,599 (early bird pricing) |
| **Travel & Lodging (4 days, Boston)** | Boston, 3-4 days  |
| **Post-Event Value** | Long-term access to presentations, leads, and competitive insight |

**🔑 Why Now**

With increasing complexity across biologics, advanced therapies, and manufacturing platforms, our clients are demanding more from their vendors and partners. **Attending BPI ensures we stay close to their evolving needs**, engage with high-value prospects, and reinforce our position in a rapidly changing ecosystem.

Thank you for considering this strategic opportunity—I’m confident it will deliver measurable value back to the business.

Best regards,
[Your Name]
[Your Title]
[Your Company Name]