**Subject:** Strategic Opportunity: Exhibit at BioProcess International 2025

Dear [Boss’s Name],

I’d like to formally recommend that we **exhibit at the BioProcess International Conference & Exhibition**, happening **September 15–18, 2025 in Boston**. This is the **largest bioprocessing event in North America**, attracting 3,200+ decision-makers across biologics, vaccines, and advanced therapies—including process development scientists, heads of manufacturing, QA/QC leaders, and procurement teams from the world’s top biopharma companies.

**🎯 Why This Event Aligns with Our Growth Strategy**

**1. Direct Access to Our Target Customers**
95% of the top 50 global biopharma companies attend BPI. This includes major players like Pfizer, Amgen, GSK, Takeda, and emerging biotech firms—many of whom are actively sourcing solutions in [insert your category: CDMO services, analytics, digital tech, equipment, etc.].

**2. Unmatched Brand Visibility**
A booth on the show floor puts us in the same space as market leaders. With over **250 exhibiting companies**, it’s essential we maintain visibility, especially as our competitors will likely be represented.

**3. Generate Qualified Leads**
BPI isn’t just a showcase—it’s an active buying environment. Attendees are hands-on practitioners and decision-makers looking to solve immediate technical challenges. Conversations here can turn into short-cycle opportunities, pilots, or long-term partnerships.

**4. Launch & Position Our [Technology/Service]**
With over 30 technical tracks, we can position our offering in alignment with the hottest themes: purification, upstream processing, continuous manufacturing, digital bioprocessing, AAV analytics, PAT/QbD strategies, and more. Whether launching a new product or reinforcing our expertise, this event provides a high-ROI platform.

**5. Strategic Networking Across the Ecosystem**
We’ll have direct contact with process engineers, automation teams, CMC directors, and innovation scouts. This is a rare opportunity to engage across functions and build relationships beyond just BD/sales.

**📥 Extended ROI: Post-Event Value**

Beyond in-person meetings, we’ll gain **access to the full attendee list.** Additionally, as exhibitors we receive:

* **Digital lead capture** for every booth interaction
* **Listing in the online exhibitor directory** pre- and post-event
* **Ongoing visibility** via BPI’s digital platform and on-demand content hub
* **Recorded presentations** from technical sessions to help our team stay informed on where the industry is headed

These resources make exhibiting not just a 4-day event—but a **90-day lead-gen and brand-building campaign**.

**💡 What We Can Achieve by Exhibiting**

| **Goal** | **How BPI Delivers** |
| --- | --- |
| **Lead Generation** | Capture interest from qualified biopharma buyers, engineers, and R&D leaders. |
| **Brand Credibility** | Position our offering among top-tier industry innovators. |
| **Competitive Benchmarking** | See how our competitors present and differentiate. |
| **Customer Insight** | Hear firsthand the challenges our customers face in upstream, downstream, and analytical workflows. |
| **Team Development** | Use booth staffing as a development opportunity for BD, applications engineers, or product managers. |

**💰 Investment Overview – Discussed with your Account Manager based on your Needs**

| **Item** | **Estimate** |
| --- | --- |
| **Booth Package (10x10)** | $X,XXX – includes registration, listing, lead capture tools |
| **Travel & Lodging** | ~$X,XXX for [#] team members |
| **Booth Collateral & Shipping** | ~$X,XXX |

Optional add-ons include:

* Speaking slot (via sponsor track)
* Sponsorship branding (aisle signs, lanyards, coffee break)
* Hosted lead-gen activities

**🚀 Why Now?**

The biopharma industry is at an inflection point—facing pressures to modernize manufacturing, adopt digital solutions, and outsource smarter. BPI is where they go to find those partners. If we want to **cement our positioning as a trusted enabler of innovation**, this event is the best opportunity in 2025 to do so.

I’d be happy to coordinate with the events team and share a proposed budget, booth location options, and pre-show outreach plan. Thank you for considering this strategic opportunity—I believe it could accelerate both our brand impact and commercial pipeline.

Best regards,

[Your Name]

[Your Title]