[Your boss' name],

I am seeking your approval to attend **Road Expo 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 success, while also allowing me to further my professional development.

This event, above all others, is *the* most influential gathering of Scotland's road, transport and traffic ecosystem. This will give me access to top decision-makers from Transport Scotland, every major Scottish local authority, engineering firms, technology providers, construction companies, 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/lead generation/market intelligence/strategic partnerships]. We should consider the cost to our business if we don't attend while our competitors are there building relationships.

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

1. **To accelerate sales and partnerships:** Through various high-impact networking opportunities available at the event, we'll have unmatched reach to key decision-makers across Scotland's transport sector. With representatives from every major Scottish local authority in attendance, alongside Transport Scotland procurement teams, we can identify new opportunities and fast-track existing proposals. Many attendees report securing contracts and partnerships directly from connections made at the event.
2. **To build strategic relationships:** Road Expo Scotland 2025 provides the premier platform to connect with Scotland's transport industry leaders and public sector buyers, paving the way for us to form new partnerships, secure project opportunities, and expand our client base. Co-located with Bridges Scotland, the event brings together the complete infrastructure ecosystem, enabling us to position our solutions across multiple market segments.
3. **To raise our profile:** Our presence at the event offers invaluable exposure to key players in the industry, with over 1,500 road, traffic and transport leaders attending annually. This is where major companies strategically choose to announce new initiatives, showcase innovations, and demonstrate thought leadership to Scotland's transport sector. Being visible here positions us as a serious player in the Scottish market.
4. **To gain competitive intelligence:** Road Expo Scotland 2025 brings together world-class industry experts from across Scotland's transport ecosystem, including Transport Scotland officials, Cabinet Secretary for Transport, and leading engineers from companies like Amey and WSP. The sessions will deliver insights on major upcoming projects like the A9 Dualling programme, traffic control innovations, low emission zones, and road safety strategies 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:**

**/** Representatives from every major Scottish local authority
**/** Transport Scotland senior leadership and procurement teams
**/** 1,500+ road, traffic and transport professionals
**/** Leading engineering and construction companies
**/** Technology providers and potential partners
**/** Government officials and policy makers
**/** Bridge design and infrastructure specialists
**/** Traffic management and highway maintenance decision-makers

**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 Bridges 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, and actionable next steps for our business development strategy.

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

Best regards,

[Your Name]