

Subject Line: Request to Attend Smart Manufacturing Week 2026: A Must-Attend for Our Industry

Hi [Your boss's name],

I'd like to request approval to attend **Smart Manufacturing Week 2026**, taking place **3-4 June at the NEC, Birmingham**. This event is the **UK's largest and most influential gathering for advanced manufacturing and engineering professionals**, researched and produced by *The Manufacturer* - the most trusted voice in our industry.

Smart Manufacturing Week isn't just another trade show - it's the beating heart of UK industry innovation. It brings together **thousands of decision-makers, engineers, innovators, and manufacturers** who are shaping the future of the industry. The event features **Smart Factory Expo, Design Engineering Expo, Drives & Controls and Maintec**, all under one roof - making it an unmissable opportunity to learn, connect, and grow.

Here's why attending would deliver huge value to our business:

To accelerate opportunities and partnerships:

The event offers multiple high-impact networking opportunities with industry leaders and the majority being senior decision-makers including CEOs, Directors, and Managers. I'll have the chance to meet decision-makers face-to-face, explore collaborations, and build our pipeline with warm, relevant contacts. Many companies have used the event to successfully expand their networks and partnerships.

To stay ahead of the curve:

Smart Manufacturing Week's conference programme (curated by The Manufacturer's editorial and research teams) dives deep into the key trends transforming our sector - from digitalisation and robotics to sustainability and workforce innovation. Attending will give me fresh, actionable insights and best practices to apply directly to our strategy.

To raise our profile and benchmark against the best:

Our presence at the UK's flagship event for advanced manufacturing + engineering will not only strengthen our visibility among industry leaders but also ensure we're part of the international conversation around the future of industry. It's a brilliant opportunity to see what our peers (and competitors) are doing, and identify how we can stand out.

To bring back tangible outcomes:

I'll prepare a post-event summary highlighting key contacts, trends, and ideas - along with recommendations on how we can implement them to drive growth and innovation internally.

A few headline stats:

- 13,500+ attendees from across the globe
- 450+ exhibitors showcasing next-generation solutions
- 200+ speakers and panel sessions led by industry trailblazers
- 4 dedicated exhibitions, covering the whole industry

Given the scale and strategic importance of Smart Manufacturing Week, I believe attending will offer a strong return on investment - both in immediate connections and in long-term insight.

Thank you for considering my request. I'd love to represent us at the event.

I look forward to hearing back from you.

Best regards,
[Your Name]