Dear [Your boss’ name],   
  
I know our schedules are packed, which makes this opportunity at [Big 5 Global](https://www.big5global.com/?utm_source=website&utm_medium=letter&utm_campaign=convince-your-boss&utm_content=&utm_term=) (26 - 29 November 2024, Dubai World Trade Centre) even more critical. It’s where the global construction industry meets annually, offering international reach and insights we can’t find elsewhere. Here’s how I’ll make the most of it:

* **Simplify supplier research**: Set 15 daily meetings from 2,700+ exhibitors for targeted results, saving us time on unproductive leads.
* **Find the best solutions**: Identify top innovations tailored to every stage of construction, keeping us competitive.
* **Get quick wins**: Attend sessions from 130+ CPD talks, saving us thousands in valuable insights.
* **Make key connections**: Meet decision-makers and experts we wouldn’t normally have access to, driving future growth.
* **Explore new events**: Learn how urban, geospatial and FM sectors connect with construction for new opportunities.

We save time, cut costs and position ourselves for a strong 2025, all for just **AED 150 per ticket**. Plus, we get additional savings on travel, 10% off Emirates flights, special rates with HotelMap and 15% off Careem with the code Big5Global2024.

Nowhere else offers this level of global value in **one place at one time**. I’ll schedule a quick meeting to discuss the next steps.  
  
Best regards,  
[Your name]