

Example Ltd.
Mr. John Doe
Main street 1
12345 Anytown
Country

Place, Date

Invitation to trade fair XY
Experience our new solutions for XYZ live!

Dear Mr. Doe,

Do not miss the opportunity to come to Munich when **trade fair XY** opens its gates to the world of **XYZ** from **date XY**.

At our trade fair stand in **hall XYZ stand number XYZ** we will present you our latest **XYZ**. Discuss with our experts and receive an excellent impression of our **innovative solution for your company** – We cordially invite you to visit us at **trade fair XY!**

Experience the complete range of our new innovations. At our daily showcases you are going to get insights in how our **XYZ products/services** can provide additional benefits to your company.

Please find attached your personal **online voucher** for a day pass, offering you **free admission to trade fair XY**. With your voucher number you can register beforehand at **link XY** and conveniently print out your print@home ticket.

Your personal voucher number: **voucher number**

We are looking forward to welcome you at our stand and would like to offer a **personal appointment** to you. Please contact us at our direct dial number **XYZ** or e-mail **XYZ**.

Yours sincerely

XY

PS: Did you already know that **XYZ**?