SAMPLE EMAIL INVITATION COPY

Recommended Subject Lines:

We’d like to meet with you at TRA 2018

A Special Invitation to TRA 2018 in Vienna

Copy:

Dear [FIRST NAME],

[COMPANY NAME] will be exhibiting at Transport Research Arena 2018 and we wanted to invite you to meet with us at our booth. Taking place 16 – 19 April in Vienna, TRA 2018 is THE European Research and Technology conference on Transport and Mobility. Get inspired by the latest research in transport and technology and use the chance to shape new and future policy, ideas, technological solutions and business models.

We would like to schedule a time at the event so that we can [DISCUSS/DEMONSTRATE] [INSERT THE PRODUCTS OR SERVICES YOU INTEND TO SHOW AT TRA 2018]. And we’d be happy to answer any questions or discuss your specific needs before the event or at our booth ([BOOTH NUMBER]).

Finally, we would like to offer you a complimentary one-day Exhibition Pass to the event. Simply register using this code: [Registration code].

I hope to see you in Vienna!

Sincerely,

[YOUR SIGNATURE]