



ITS WORLD CONGRESS 2017

Montréal | OCTOBER 29 - NOVEMBER 2

Next Generation Integrated Mobility: Driving Smart Cities

SAMPLE EMAIL INVITATION COPY

Recommended Subject Lines:

We'd like to meet with you at ITS World Congress 2017

A Special Invitation to ITS World Congress 2017

Copy:

Hi **[FIRST NAME]**,

[COMPANY NAME] will be exhibiting at [ITS World Congress 2017](#) and we wanted to invite you to meet with us at our booth. Taking place October 29 – November 2 in Montréal, ITS World Congress 2017 will bring together global leaders in intelligent and transformative transportation to showcase and evaluate the latest innovative concepts, active prototypes and live systems.

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

Finally, I'd like to offer you a complimentary one-day Expo Pass to the event. Simply register using this code: **[CODES AVAILABLE IN EXHIBITOR SERVICE MANUAL]**.

I hope to see you in Montréal!

Sincerely,

[YOUR SIGNATURE]

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www.itsworldcongress2017.org

Exhibitors, please note*:

Each exhibiting company receives twenty (20) complimentary Exhibit Hall Only One-Day passes to distribute to their customers. A PDF of this pass is included in the exhibitor service manual for distribution or alternatively you can register your guests online through the reg portal. If using the PDF please write your company name and exhibitor code (unique to each exhibitor, distributed by Show Management) on Pass before distribution. *If registering online please click through 'Exhibit Hall Only Registration' at the registration portal online: <http://itsworldcongress2017.org/registration>.*

*Please do not include this text in your invite email.

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