Invitation management

**Sample cover letter:**

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| Variable | **Subject: ISPO 2025 - Your voucher for a permanent ticket** |
| Standard | Dear exhibitor,  We have prepared a text module for inviting your retailers and business partners: |
| Variable | **Invitation to ISPO 2025**  Hello....,  From November 30 to December 2, the international sports industry will meet at **ISPO 2025** at the Trade Fair Center in Munich.  We would like to invite you and look forward to welcoming you personally at our booth. ISPO offers us the ideal environment to present our latest products and trends to international retailers.  You will find our booth in **hall XY booth number: XY**. We are looking forward to meeting you!  Enclosed you will receive your personal voucher code.  Online registration is possible up to and including the last day of the trade show. |
| Important information  for your customers | Here's how it works:   1. Click on the "redeem voucher" button on <https://tickets.messe-muenchen.de/MM/ISP25/Shop/FaireventIndex?culture=en> 2. Enter the voucher code you have received under "insert ticket code". The best way is to "copy and paste". Then click "continue". 3. Follow the registration process. If you already have a Messe München account, log in with it. If not, please continue using the guest account without creating a Messe München account (“Continue as guest”).   After registration you will receive your ticket by email (Print@home-Ticket as well as a mobile ticket). |
| Variable | We look forward to meeting you and would be happy to arrange a **personal appointment** with you today. Contact us at phone XYZ or e-mail XYZ. |
| Variable | Best regards,  XXX |