



Sample cover letter:

Variable	Subject: OutDoor by ISPO 2024 - Your voucher for a permanent ticket
Standard	Dear exhibitor, We have prepared a text module for inviting your customers:
Variable	<p>Invitation to OutDoor by ISPO 2024</p> <p>Hello....,</p> <p>From June 03 to 05, the international outdoor industry will meet at OutDoor by ISPO 2024 at the Trade Fair Center Messe München.</p> <p>We would like to invite you and look forward to welcoming you personally at our booth. OutDoor by ISPO offers us the ideal environment to present our latest products and trends to international retailers and visitors.</p> <p>You will find our booth in hall XY booth number: XY. We are looking forward to meeting you!</p> <p>Enclosed you will receive your personal voucher code.</p> <p>Online registration is possible up to and including the last day of the trade show. Please note that on-site redemption of vouchers is not possible.</p>
Important information for your customers	<p><u>Here's how it works:</u></p> <ol style="list-style-type: none"> 1. click on the "Redeem voucher" button on https://www.ispo.com/en/outdoor/services/tickets. 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 create an account. 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