**First Timer Recognition Program Email Template***Invite first time Xploration customers and prospects to attend Xploration 17 for FREE! Below is a sample email that we have designed, so feel free to use some or all of the content! The program will remain open while there are still spots available.*

Dear Customer or Prospect,

As an exhibitor at the upcoming Xploration® 17 event, March 28-30th in Orlando, we want to extend to you the opportunity to attend this great event for **FREE!**

Xploration is the annual end user conference put on by Xplor International for the Digital Document and Customer Communications industry.

Xploration® 17 will include 60+ educational sessions, general sessions and panels that are presented by end users, industry analysts and subject matter experts as well as daily networking events that include two lunches, a breakfast, and evening events.

It is a conference you won’t want to miss!

Xplor International is awarding full-conference passes weekly at no charge to qualified individuals! That saves you up to $1199!

Qualifying for the program is easy! You must:

* Be a first time attendee to an Xplor Annual Event
	+ Regional and local meetings do not count
* Be an end user, not a vendor
	+ Service Bureaus and printers are also considered end users
	+ Limited to (2) attendees per company
* Register and stay at the Xplor Host Hotel, the [Caribe Royale in Orlando](http://www.cvent.com/events/xploration-16/custom-38-37180339b7554576a80bc89884a6151d.aspx)
	+ Xplor Group Rate is $179/night plus tax

You can apply now at <http://www.cvent.com/d/1vqkhx>. It takes less than 2 minutes to apply!

For more information about the conference, please visit the conference website ([www.cvent.com/d/5vqky8/](http://www.cvent.com/d/5vqky8/)). If you have any questions about the conference or program, you can contact Xplor directly at register@xplor.org or +1-813-949-6170.

See you in Orlando!