**First Timer Recognition Program Email Template***Invite first time Xploration customers and prospects to attend XPLOR20 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 XPLOR20 event from September 17-19th in St. Pete Beach, Florida, we want to extend to you the opportunity to attend this great event for **FREE!**

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

XPLOR20 will include 40 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.

Did we mention it’s on the beach? It’s 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 $1299!

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
	+ Rates are $199 USD and INCLUDE the resort fee

You can apply now at <http://www.cvent.com/d/9hq77s>. It takes less than 2 minutes to apply!

For more information about the conference, please visit the conference website at <http://www.cvent.com/d/wyq4q8>. If you have any questions about the conference or program, you can contact Xplor directly at events@xplor.org or +1-813-949-6170.

See you on the beach!