# This is a SAMPLE Press Release for you to use and distribute through your contacts. Xplor International will not be distributing completed press releases.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For Immediate Release

(Insert Company Name) to Participate at XPLOR21

**City, State —Month Day, Year**—(Insert Company Name) today announced that they will be participating in the Vendor Forum as part of XPLOR21 being held November 16-18, at the TradeWinds Island Grand Resort in St. Pete Beach, Florida. Attendees can register at (INSERT LINK).

**Tweet this:** (Insert Company Twitter Handle) to participate in the #XPLOR21 event at the TradeWinds Island Grand Resort in St. Pete Beach, Florida #CCM #Print #CX (Insert Link to press release here)

XPLOR21, the Premier Event for CCM & Digital Document Professionals, is a two-and-a-half day event that brings together end-users, analysts, consultants, industry experts, and vendors who will share the latest best practices and trends in the customer communications and digital document industry. It will feature 40+ educational sessions, daily networking events and leading-edge vendors in the vendor forum.

If you are involved in the design, creation, production and distribution of customer bills, statements, direct mail or policies, no matter what channel(s) of distribution, the XPLOR21 conference program is relevant to your organization.

“Our vendor partners play an integral role in the success of our annual event”, says Skip Henk, President and CEO of Xplor International, “In addition to being on the show floor with the latest in technology, they participate in the conference sessions to better understand end user issues and share their expertise.”

The event is a perfect blend of educational sessions, panel discussions, general sessions and networking events. The Vendor Forum will feature the industry’s best solution providers, including (insert company name) at booth number (insert number).

For more information, or to register for XPLOR21, please contact register@xplor.org or call Xplor HQ at 1-813-949-6170 between the hours of 9:00 AM and 5:00 PM (EST), Monday through Friday.

**About (Insert Company Name)**

Insert company description and contact information.

**About Xplor International**

Xplor International is a not-for-profit association that provides thought leadership to the customer communications industry. As a community Xplor provides advocacy, education, training, mentoring and networking opportunities.

Our members are decision makers and recommenders who are involved in the conception, design, implementation, production and delivery of multi-channel client, member and customer communications.

Xplor’s mission is to enhance organizational success and advance the careers of our members by providing research, publications, industry certification, professional development, web-based events and conference programming. Xplor International has its worldwide headquarters in Lutz, Florida, with affiliated offices around the world. Further information is available at [www.xplor.org](http://www.xplor.org/).

Facebook: [facebook.com/XplorInternational](https://www.facebook.com/XplorInternational)

Twitter: [twitter.com/Xplor\_Int](http://www.twitter.com/Xplor_Int) or @Xplor\_Int

**Xplor International Media Contact:**

Chad Henk

Director of Marketing

+1-813-949-6171

Chad@xplor.org