**First Timer Recognition Program Email Template***Invite first time Xploration customers and prospects to attend XPLOR21 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 XPLOR21 event from November 16-18th 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.

XPLOR21 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 <https://www.cvent.com/d/tjq6sh>. It takes less than 2 minutes to apply!

For more information about the conference, please visit the conference website at <https://cvent.me/gRg97O>. 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 on the beach!