**First Timer Recognition Program Email Template***Invite customers and prospects to attend 2024 Summit for FREE! Below is a sample email that we have designed, so feel free to use some or all the content! The program will remain open while there are still spots available.*

Dear Customer or Prospect,

As an exhibitor at the upcoming Xplor Summit event from September 24-26, 2024 in Lake Buena Vista, Florida, we want to extend to you the opportunity to attend this great event for **FREE!**

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

The 2024 Summit will include dozens of educational sessions, general sessions and panels that are presented by end users, industry analysts and subject matter experts as well as daily networking events.

Xplor International is awarding full summit registration passes every week 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
  + Or not have attended an Xplor annual event in the past five years
    - 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 $165/night

You can apply now at [register.xplor.org/summitFTRP](http://register.xplor.org/summitFTRP). It takes less than 2 minutes to apply!

For more information about the event, please visit [www.xplor.org/summit](http://www.xplor.org/summit). If you have any questions about the summit or program, you can contact Xplor directly at [register@xplor.org](mailto:register@xplor.org) or +1-813-949-6170.

See you in Lake Buena Vista!