

Targeted invitation management –



Intelligent Urban Transport Systems

10 – 12 May 2022

Karlsruhe Trade Fair Centre
Germany

Boost your contacts
at IT-TRANS 2022 with
invitations to attend for free

Announce your participation in the exhibition early on – we are here to help!

To help you address your visitors, we can provide text templates for your invitation letters, along with invitations to attend the exhibition for free. Simply order in our Online Service Center at: it-trans.org/en/osc

WHAT SHOULD MY INVITATION INCLUDE?

1. The invitation letter:

It is best to start sending your invitations **early**, so that potential visitors have time to plan their visit to the trade fair. To make things even easier, you can send the invitation letter digitally. Make sure that it awakens your target group's curiosity and gives them a reason to visit the trade fair. Alongside the date and location of the event, make sure to tell your guests about the new products and services that you plan to showcase there. You can also point to things like side events, training sessions and presentations, as well as providing information about tickets and contact options.

2. The invitations to attend the exhibition for free:

Invite your customers to attend **IT-TRANS 2022**. We have already placed 100 digital invitations in your invitation management section for you to send right away to your customers. You can order more digital invitation codes at any time in the Online Service Center. The invitation management section makes reaching out to your customers in a targeted way easy.

How you benefit:

In the invitation management section, you can get an overview at all times of who has registered to attend the exhibition with your invitation.

it-trans.org/en/osc

Last but not least:

NEW: We are providing the invitations to **IT-TRANS 2022** for your customers and partners free of charge! Take advantage of this incredible offer and invite your target group to attend the exhibition for free.



You can find text templates for your invitation letters in English and German, available **free of charge**, at www.it-trans.org/en/marketing or in your invitation management section.

Organisers



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