**MAIL 1**

[SUBJECT] Invitation to World of Laboratory

Short intro:

Visit the World of Industry, Technology & Science, from 24 to 27 September in Jaarbeurs Utrecht, and discover the largest exhibition in the Benelux: the WoTS 2024.

Dear [first name]

The biennial World of Industry, Technology & Science is coming! And you want to be there. Therefore, we would like to invite you.

The exhibition for laboratory technology. From practical solutions to useful tools, you can find them in World of Laboratory. There is more than enough to do and we are happy to talk with you. We don't need much more to convince you, do we? Let the list speak for itself.

* More than 400 exhibitors on the exhibition floor;
* conversations about trends and innovations;
* the meeting place for the laboratory industry;
* seminars on current topics.

Will we see you at the WoTS in September?

About [company name]

Our company in three words? [Enter 3 words here]. Curious why these three? Come to our stand on September 24, 25, 26 and / or 27 and we will be happy to explain it to you. You will find us at stand [stand number] on the exhibition floor.

[CALL TO ACTION] Read more and sign up.

[BUTTON to personal registration link]

Sincerely,

[company name]

[name of person]

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**MAIL 2**

[SUBJECT] Keep up during the WoTS

[SNIPPET] Come and meet during the WoTS from 24 to 27 September in Jaarbeurs Utrecht.

Prepare for four days full of interesting seminars, current developments, innovative solutions and creative ideas.

Industry, technology and science join forces to show you the world of tomorrow during the WoTS. Stay informed of the latest developments with a seminar program full of current topics, interactive workshops, X-peditions on the following themes:

* Safety
* Quality
* Sustainability
* Sample management
* Analysis techniques

The World of Industry, World of Electronics and World of Laboratory reinforce each other, this combination has been the strength of this exhibition for years.

About [company name]

Will you visit us at [stand number]? We are happy to tell you about our latest developments and help you with your questions. Come to our stand on September 24, 25, 26 and / or September 27 and we will be happy to continue talking.

[CALL TO ACTION] You don't want to miss this.

[BUTTON to personal registration link] Register immediately free of charge

Sincerely,

[company name]

[name of person]