**MAIL 1**

[SUBJECT] Invitation to the WoTS exhibition

Short intro:

Visit the World of Industry, Technology & Science, from 24 to 27 September in Jaarbeurs Utrecht, and discover the largest Industrial 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. We would like to invite you. 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.

The WoTS as you know it:

* More than 400 exhibitors on the exhibition floor;
* conversations about trends and innovations;
* the meeting place for engineers, designers, developers and solution seekers;
* seminars on current topics.

Will we see you from 24 to 27 September in Jaarbeurs Utrecht?

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]

**MAIL 2**

[SUBJECT] Gain knowledge during the WoTS

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

Prepare for four days full of interesting seminars, speak to the largest providers in the market, 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 and collect the exhibition gadget.

Within the World of Electronics, more than 100 participating companies are active in the field of electronics (hardware, software, test & measure, development and production). These exhibitors show their innovations, share their knowledge and are happy to discuss your issues with you. A visit to World of Electronics provides you with many valuable contacts, knowledge and inspiration. This makes a trade fair visit more than worthwhile!

Combine the visit with a seminar. After the seminar you can easily walk on the exhibition floor and you have the opportunity to visit the participating exhibitors. Also visit the theme pavilions.

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 our latest developments and help you with your questions. Come to our booth on September 24, 25, 26 and / or September 27 and we will be happy to explain it to you.

[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]