A close-up of a sign

Description automatically generated with low confidence

[Your company logo]

[Your programme dates]

Hello [insert Manager’s name]

IMEX in Frankfurt is vibrant and dynamic. It’s the leading global show for business events that takes place from 23-25 May 2023, at Messe Frankfurt. IMEX is an event to see and meet the whole industry at one time and in one place – and I can’t afford to miss it.

It’s totally FREE, and I’ll receive full support from the IMEX team every step of the way. Below are the reasons why I should attend:

* Freedom to choose my own travel and claim a reimbursement (up to the banding limits)
* Complimentary 4/5\* accommodation to fit my program dates during the show
* Unrivaled service and support before, during and after the event, at NO cost to our company
* Pre-booked business appointments plus networking opportunities
* Opportunity to join immersive education sessions, with many qualifying for CMP continuing education (CE) clock hours, and some will also be ILEA approved

As part of a hosted buyer team, the approximate cost for me to attend IMEX in Frankfurt will be:

Registration: Zero  
Airfare: Zero  
Hotel: Zero  
Meals:   
Other expenses:  
Total cost:

You can learn more about IMEX in Frankfurt at [imex-frankfurt.com](https://www.imex-frankfurt.com)

Thank you for your time. I look forward to hearing from you.

[signature]