***This is a sample email. Feel free to use all or a portion of the email to customize your trading partner communications. Be sure to complete the areas highlighted in red before distributing.***

Add your logo here

Date: XXXX, XX, 2023

To: Our Valued Trading Partners

<Host Company Name> will be participating in GS1 Connect® 2023, June 5-7, in Denver, CO This annual conference, hosted by GS1 US®, is the leading trading partner collaboration event where industry stakeholders, data standards users, and industry experts gather to share practical ideas and best practices for leveraging GS1 Standards in supply chain operations. GS1 Connect is a valuable opportunity to learn how to develop innovations, efficiencies, and relationships that bring your knowledge, business and industry to new heights.

**Register today**!

As our special guest, you will receive an additional 10% of the currently published conference rate ONLY if you use the following discount code during registration: **enter discount code here**.

Lock in your savings. Register now!

Join us at GS1 Connect 2023 to: <include all that apply>

* **Participate in our <host company name> Trading Partner Roundtable**:
* **Meet our staff**: The following members of our staff will be in Denver at the roundtables and attending the conference <provide names here>
* **Attend our How to Do Business With… <host company name> session**
* **Attend the <session name> session, <date and time> where we are speaking**

You can learn more about the GS1 Connect 2023 Conference by visiting <https://www.gs1us.org/gs1connect>. If you have any questions for us regarding the conference or our Trading Partner Roundtable, please contact us at <enter contact information>.

We hope to see you in Denver in June 2023!

<contact name, company>