*Below are sample newsletter article announcements. Based on your company newsletter formatting, feel free to use all or a portion of the content to customize your trading partner communications. Be sure to complete the fill-in areas highlighted in red before distributing.*

**Sample 1:** *We suggest utilizing this format if you are communicating in a personal, small-scale newsletter article.*

On behalf of <company name>, we are excited to announce our participation at **GS1 Connect 2024,** June 4-6, in Orlando, Florida. This event, hosted by GS1 US®, provides a forum for supply chain, e-commerce, and technology professionals to learn how current trends impact industry and learn about best practices for leveraging GS1 Standards in supply chain and e-commerce operations to help drive business growth.

**Be Our Guest**!

As a Trading Partner Roundtable host this year, we would like to invite you to attend the conference as one of our special guests. Simply use code <INSERT CODE> when [registering](https://gs1us.swoogo.com/gs1connect2024/begin) for the conference and save 10% off the currently published conference rate.

**Sample 2:** *We suggest utilizing this format if you are communicating to a larger, mass audience.*

On behalf of <company name>, we are excited to announce our participation at **GS1 Connect 2024,** June 4-6, in Orlando, Florida. Whether it’s supply chain efficiencies, master data management best practices, or business process improvements using GS1 Standards, supply and demand sides of business will be at the table—and at the podium—to share actionable insights.

This year’s program provides attendees with the opportunity to:

* Interact with industry experts.
* Tap into the latest best practices.
* Enhance business efficiencies.
* Enable end-to-end supply chain visibility.
* Discover how to most efficiently use data to optimize operations.
* Grow their business.

**Save Now!**

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