

Text modules for your trade fair communication

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Key to

Markets

Messe Stuttgart



Landesmesse Stuttgart
GmbH & Co. KG
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Presidents:
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Thomas Glawa
Stefan Lohnert
Carsten Poralla

Chairwoman of the
Supervisory Board:
Minister Dr. Nicole
Hoffmeister-Kraut

1. Invitation Covering letter to visitor

Version 1 – Free day ticket / Arranging an appointment by post

Meet us at hy-fcell Stuttgart 2025 – your free day ticket

Dear Mrs./Ms./Mr. XXX,

Experience innovative technology trends and exciting applications at **hy-fcell Stuttgart**, the leading international trade fair and conference for hydrogen and fuel cell technology from **7 to 8 October 2025**! Let yourself be inspired by the interactive format, new products and topics and look forward to inspiring encounters with experts from all around the globe at the international industry meeting point in one of the strongest economic regions in Europe in Stuttgart in 2025.

Be our guest: we hereby cordially invite you to attend hy-fcell Stuttgart. Enclosed with this letter, you can find your personal registration code for your **free day ticket**. Please do not hesitate to contact us if you want to arrange a business appointment or have any questions before the event.

Max Mustermann, tel. +49 (0)711 123456
info@musterfirma.de

You can find all the information regarding hy-fcell Stuttgart, tickets or your travel at www.hy-fcell.com/be-there

We are looking forward to your visit!

Kind regards

Max Muster

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Version 2 – Invitation by e-mail

Re: hy-fcell 2025 – meet us in Stuttgart!

Dear Mrs./Ms./Mr. XXX,

Experience innovative technology trends and exciting applications cells at **hy-fcell Stuttgart**, the leading international trade fair and conference for hydrogen and fuel cell technology from **7 to 8 October 2025**! Let yourself be inspired by the interactive format, new products and topics and look forward to inspiring encounters with experts from all around the globe at the international industry meeting point in one of the strongest economic regions in Europe in Stuttgart in 2024.

Register [here](https://www.messe-stuttgart.de/hy-fcell/en/visitors/tickets-opening-times) (<https://www.messe-stuttgart.de/hy-fcell/en/visitors/tickets-opening-times>) using this free registration code **XXXXXXXXXXXXXX** and meet us in **Hall X, Stand XX**.

You can find all the information regarding hy-fcell Stuttgart, travel, etc. at www.hy-fcell.com/be-there

We are looking forward to your visit!

Kind regards,

Max Muster

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2. General information

hy-fcell Stuttgart at a glance

Key topics and a list of the exhibitors, the event's opening times, prices, travel and accommodation. You can find this and much more in a compact form at:

www.hy-fcell.com/be-there

Are you looking for information about hy-fcell's exhibitors and their respective products and services?

Check out hy-fcell's Exhibitor Directory. Use the convenient search function to compile a personal reminder list containing your favorites!

www.hy-fcell.com/exhibitor-index

3. Enjoy Stuttgart

Enjoy Stuttgart!

Stuttgart offers art, culture and cuisine in nearly every corner. Find out where the most beautiful places, the best wines, the tastiest food and the most exciting entertainment are located:

www.hy-fcell.com/leisure

4. Travel and accommodation

Our tips for convenient travel

When you travel to hy-fcell Stuttgart, you will benefit from one of the most modern trade fair and congress centres in Europe and can step right out into the trade fair activity without any stress. Whether you travel by car, rail, coach or air, direct connections to the A8 motorway, the B27 trunk road, the airport and the underground and urban railway (S-Bahn) network ensure pleasantly short distances within minutes.

Please note that it is currently not possible to purchase tickets or redeem codes on site. Book your ticket now and find all the important information regarding hy-fcell Stuttgart at www.hy-fcell.com/tickets

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Important information regarding travel: www.hy-fcell.com/access-routes

Important information regarding parking: www.hy-fcell.com/parking

You can find further information here: www.hy-fcell.com/accommodation

5. Messe Stuttgart app

Ideal trade fair preparation

Have you already installed the Messe Stuttgart app on your smartphone?

Plan your visit to hy-fcell Stuttgart – in addition to the Exhibitor Directory or the site and hall layout plan, the app contains all useful information regarding hy-fcell Stuttgart and the service facilities on the trade fair grounds – from the pharmacy through to the accommodation service.

www.hy-fcell.com/be-there

Become part of the hy-fcell community – follow us on LinkedIn and share your trade fair highlights #hyfcell

<https://www.linkedin.com/showcase/hy-fcell>

6. Text modules / Impulses for social media

6.1. Before the trade fair

- 1.) Autumn is coming and so is hy-fcell Stuttgart 2025! The leading international trade fair and conference for hydrogen and fuel cell technology in Europe's strongest economic region will provide you with insights into new trends and exciting innovations.
- 2.) Did you already know? We are part of hy-fcell 2025 in Stuttgart, the leading international trade fair and conference for hydrogen and fuel cell technology in Europe's strongest economic region!

6.2. Announcement

- 1.) For you in The Länd! hy-fcell Stuttgart will open its doors again at Messe Stuttgart from 7 to 8 October 2025. Visit us and check out our latest products and innovations in Hall Z on Stand XY!

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6.3. Stand construction, e.g. photo of construction work or of the on-site team

- 1.) The countdown has started... while our exhibition stand for hy-fcell Stuttgart is still being set up we are ready to go. We are looking forward to seeing you!
- 2.) Busy, busy, – there are only a few days until you can visit us at hy-fcell in Stuttgart. In Hall **Z**, Stand **XY**

6.4. Presentation of the exhibition stand, e.g. photo of construction work or general photo relating to the company

- 1.) Visit us on 7 and 8 October 2025 at hy-fcell in Stuttgart on stand **XY**, Hall **Z**, and find out everything about the topic of **XY**!
- 2.) Do you want to know everything about the latest trends and innovations relating to **XY**? Our team will be available to you at hy-fcell in Stuttgart on Stand **XY** in Hall **Z** from 7 to 8 October 2025!

6.5. After the trade fair with suitable photos of hy-fcell 2025

- 1.) Goodbye, until the next time! Many thanks to everybody who stopped by our stand at hy-fcell in Stuttgart.
- 2.) That was hy-fcell in Stuttgart. We had a great time and hope that you were able to gather a lot of valuable information.

7. Other advertising media

Check out our [overview of all advertising media](#) which we are offering you free of charge – from banner generator and invitation vouchers to logo download.

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8. Collection of links

Travel	https://www.messe-stuttgart.de/hy-fcell/en/footer-navigation/visit/access-routes
Exhibitor Directory	https://www.messe-stuttgart.de/hy-fcell/en/visitors/exhibitor-index#/
Overview fairground	https://www.messe-stuttgart.de/hy-fcell/en/travel-accommodation/venue/site-plan
Hotel reservation	https://www.messe-stuttgart.de/hy-fcell/en/visitors/travel-and-accommodation/accommodation
Information relating to the trade fair	https://www.messe-stuttgart.de/hy-fcell/en/fair/at-a-glance
Trade fair impressions	https://www.messe-stuttgart.de/hy-fcell/en/fair/review/2023
Opening times and admission tickets	https://www.messe-stuttgart.de/hy-fcell/en/tickets-opening-times
Parking	https://www.messe-stuttgart.de/hy-fcell/en/travel-accommodation/parking
Conference	https://www.messe-stuttgart.de/hy-fcell/en/fair/the-conference
Purchase ticket	https://www.messe-stuttgart.de/hy-fcell/en/tickets-opening-times



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