

## Text modules for your trade fair communication

International  
Expo & Conference

Messe Stuttgart

Save the Date!  
13. - 14. September 2023

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Key to

Markets

## 1. Invitation Covering letter to visitor

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

### Meet us at hy-fcell Stuttgart 2023 – your free day ticket

Dear Mrs./Ms./Mr. XXX,

Experience innovative technology trends and exciting application possibilities around the topics of hydrogen and fuel cells at **hy-fcell Stuttgart** from **13 to 14 September 2023!** Let yourself be inspired by new products and topics and look forward to inspiring encounters – at the international industry meeting point in Stuttgart in 2023.

Be our guest: we hereby cordially invite you to attend hy-fcell Stuttgart. We are enclosing with this letter 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 relating to hy-fcell Stuttgart, tickets or your travel at [www.hy-fcell.com/join](http://www.hy-fcell.com/join)

We are looking forward to your visit!

Kind regards

Max Muster

Version 2 – Invitation by e-mail

**Re: hy-fcell 2023 – meet us in Stuttgart!**

Dear Mrs./Ms./Mr. XXX,

Experience innovative technology trends and exciting application possibilities around the topics of hydrogen and fuel cells at hy-fcell Stuttgart from 13 to 14 September 2023!

Simply 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 XXXXXXXXXXXXX and meet us in **Hall X, Stand XX**.

You can find all the information relating to hy-fcell Stuttgart, travel, etc. at [www.hy-fcell.com/join](http://www.hy-fcell.com/join)

We are looking forward to your visit!

Kind regards,

Max Muster

## 2. General information

### hy-fcell Stuttgart at a glance

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

Overview of hy-fcell: [www.hy-fcell.com/join](http://www.hy-fcell.com/join)

Do you want to know where you can find which exhibitors and which products and services?

If so, the hy-fcell Exhibitor Directory will help you further. Use the convenient search function and simply compile a personal reminder list containing your favourites!

[www.hy-fcell.com/exhibitor-index](http://www.hy-fcell.com/exhibitor-index)

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### 3. Enjoy Stuttgart

#### Enjoy Stuttgart!

Stuttgart offers art, culture and cuisine on nearly every corner. You can find out here where the most beautiful places, the best wines, the tastiest food and the most exciting entertainment are located:

[www.hy-fcell.com/leisure](http://www.hy-fcell.com/leisure)

### 4. Travel and accommodation

#### Our tips for convenient travel

When you travel to hy-fcell Stuttgart, you will benefit in many ways 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.

Would you 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 relating to hy-fcell Stuttgart at [www.hy-fcell.com/tickets](http://www.hy-fcell.com/tickets)

Important information regarding travel and parking: [www.hy-fcell.com/access-routes](http://www.hy-fcell.com/access-routes)

You can find further information here: [www.hy-fcell.com/accommodation](http://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 the useful information relating to hy-fcell Stuttgart and the service facilities on the trade fair grounds – from the pharmacy through to the accommodation service.

[www.hy-fcell.com/join](http://www.hy-fcell.com/join)

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 2023! The International Expo and Conference on the topic of hydrogen and fuel cells will have every trend and innovation ready for you.
- 2.) Did you already know? We are part of hy-fcell 2023 in Stuttgart, the International Expo and Conference on the topic of hydrogen and fuel cells!

### 6.2. Announcement

- 1.) For you in The Länd! hy-fcell Stuttgart will open its doors again at Messe Stuttgart from 13 to 14 September 2023. Be there when we present our latest products and innovations in Hall **Z** on Stand **XY**!

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

- 1.) The countdown is underway... while our exhibition stand for hy-fcell Stuttgart is still being constructed, we are already on the starting blocks. 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 from 13 to 14 September 2023 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 13 to 14 September 2023!

6.5. After the trade fair with suitable photos of hy-fcell 2023

1.) Goodbye until the next time! We would like to thank the large number of interested persons who visited 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 gain many impressions and suggestions.

## 7. Other advertising media

Take a look online at our [overview of all advertising media](#) which we are offering you free of charge – from a banner generator and invitation vouchers through to logo download.

## 8. Collection of links

Travel	<a href="https://www.messe-stuttgart.de/hy-fcell/en/visitors/travel-and-accommodation/access-routes">https://www.messe-stuttgart.de/hy-fcell/en/visitors/travel-and-accommodation/access-routes</a>
Travel and accommodation	<a href="https://www.messe-stuttgart.de/hy-fcell/en/visitors/travel-and-accommodation">https://www.messe-stuttgart.de/hy-fcell/en/visitors/travel-and-accommodation</a>
Exhibitor Directory	<a href="https://www.messe-stuttgart.de/hy-fcell/en/visitors/exhibitor-index#/">https://www.messe-stuttgart.de/hy-fcell/en/visitors/exhibitor-index#/</a>
Special Area for Start-ups	<a href="https://www.messe-stuttgart.de/hy-fcell/en/exhibitors/special-area-for-start-ups">https://www.messe-stuttgart.de/hy-fcell/en/exhibitors/special-area-for-start-ups</a>
Overview fairground	<a href="https://www.messe-stuttgart.de/hy-fcell/en/visitors/overview-exhibition-halls/overview-fairground">https://www.messe-stuttgart.de/hy-fcell/en/visitors/overview-exhibition-halls/overview-fairground</a>
Hotel reservation	<a href="https://www.messe-stuttgart.de/hy-fcell/en/visitors/travel-and-accommodation/accommodation">https://www.messe-stuttgart.de/hy-fcell/en/visitors/travel-and-accommodation/accommodation</a>
Information relating to the trade fair	<a href="https://www.messe-stuttgart.de/hy-fcell/en/visitors/at-a-glance">https://www.messe-stuttgart.de/hy-fcell/en/visitors/at-a-glance</a>
Trade fair impressions	<a href="https://www.messe-stuttgart.de/hy-fcell/en/visitors/review">https://www.messe-stuttgart.de/hy-fcell/en/visitors/review</a>
Opening times and admission tickets	<a href="https://www.messe-stuttgart.de/hy-fcell/en/visitors/tickets-opening-times">https://www.messe-stuttgart.de/hy-fcell/en/visitors/tickets-opening-times</a>
Parking	<a href="https://www.messe-stuttgart.de/hy-fcell/en/visitors/travel-and-accommodation/parking">https://www.messe-stuttgart.de/hy-fcell/en/visitors/travel-and-accommodation/parking</a>
Accompanying programme	<a href="https://www.messe-stuttgart.de/hy-fcell/en/visitors/accompanying-programme">https://www.messe-stuttgart.de/hy-fcell/en/visitors/accompanying-programme</a>
Purchase ticket	<a href="https://www.messe-stuttgart.de/hy-fcell/en/visitors/tickets-opening-times">https://www.messe-stuttgart.de/hy-fcell/en/visitors/tickets-opening-times</a>