Text modules for your trade fair communication

Contents

[1. Invitation Covering letter to visitor 2](#_Toc105658401)

[2. General information 3](#_Toc105658402)

[3. Enjoy Stuttgart 4](#_Toc105658403)

[4. Travel and accommodation 4](#_Toc105658404)

[5. Messe Stuttgart app 5](#_Toc105658405)

[6. Text modules / Impulses for social media 5](#_Toc105658406)

[7. Safe Expo 6](#_Toc105658407)

[8. Other advertising media 6](#_Toc105658408)

[9. Collection of links 7](#_Toc105658409)

# Invitation Covering letter to visitor

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

**Meet us at interbad 2022 – your free day ticket**

Dear Mrs./Ms./Mr. XXX,

Experience innovative technology trends and creative design ideas on all aspects of swimming pools, saunas and spas at **interbad** from **25 to 28 October 2022**! Let yourself be inspired by new products and topics, and look forward to inspiring encounters – at the international industry meeting point in Stuttgart in 2022.

Be our guest: we hereby cordially invite you to attend interbad. 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 interbad, tickets or your travel at [*www.interbad.de/tickets*](http://www.interbad.de/tickets)

We are looking forward to your visit!

Kind regards

Max Muster

Version 2 – Invitation by e-mail

**Re: interbad 2022 – meet us in Stuttgart!**

Dear Mrs./Ms./Mr. XXX,

Experience innovative technology trends and creative design ideas on all aspects of swimming pools, saunas and spas at interbad from 25 to 28 October 2022!

Simply register [here](https://www.messeticketservice.de/shop/en/) using this free registration code XXXXXXXXXXXXX and meet us in **Hall X**, **Stand XX.**

You can find all the information relating to interbad, travel, etc. at [*www.interbad.de/tickets*](http://www.interbad.de/tickets)

We are looking forward to your visit!

Kind regards

Max Muster

# General information

interbad 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 interbad at *www.interbad.de/2022*

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

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

[*www.interbad.de/ausstellerverzeichnis*](http://www.interbad.de/ausstellerverzeichnis)

# 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.interbad.de/freizeit*](http://www.interbad.de/freizeit)

# Travel and accommodation

Our tips for convenient travel

When you travel to interbad, 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 interbad at [*www.interbad.de/ticket*](http://www.interbad.de/ticket)*s*

Important information regarding travel and parking: [*www.interbad.de/anfahrt*](http://www.interbad.de/anfahrt)

You can find further information here: [*www.interbad.de/unterkunft*](http://www.interbad.de/unterkunft)

# Messe Stuttgart app

Ideal trade fair preparation

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

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

[*www.interbad.de/2022*](http://www.interbad.de/2022)

Become part of the *interbad* community – follow us on LinkedIn and share your trade fair highlights #interbad2022

<https://www.linkedin.com/showcase/interbad-stuttgart>

# Text modules / Impulses for social media

* 1. Before the trade fair

1. Autumn is coming and so is interbad 2022! The International Trade Fair for Swimming Pools, Saunas and Spas will have every trend and innovation ready for you.
2. Did you already know? We are part of interbad 2022 in Stuttgart, the International Trade Fair for Swimming Pools, Saunas and Spas, with the Congress for Pool and Bath Technology!
   1. Announcement
3. For you in The Länd! interbad will open its doors again at Messe Stuttgart from 25 to 28 October 2022. Be there when we present our latest products and innovations in Hall Z on Stand XY!
   1. Stand construction, e.g. photo of construction work or of the on-site team
4. The countdown is underway… while our exhibition stand for interbad is still being constructed, we are already on the starting blocks. We are looking forward to seeing you!
5. Busy, busy, – there are only a few days until you can visit us at interbad in Stuttgart. In Hall Z, Stand XY
   1. Presentation of the exhibition stand, e.g. photo of construction work or general photo relating to the company
6. Visit us from 25 to 28 October 2022 at interbad in Stuttgart on Stand XY, Hall Z, and find out everything about the topic of XY!
7. Do you want to know everything about the latest trends and innovations relating to XY? Our team will be available to you at interbad in Stuttgart on Stand XY in Hall Z from 25 to 28 October 2022!  
   1. After the trade fair with suitable photos of interbad 2022
8. Goodbye until the next time! We would like to thank the large number of interested persons who visited our stand at interbad in Stuttgart.
9. That was interbad in Stuttgart. We had a great time and hope that you were able to gain many impressions and suggestions

# Safe Expo

Safe events at Messe Stuttgart with the Safe Expo hygiene concept

Help us to minimise the risk of infection and observe the hygiene and safety measures of Messe Stuttgart in order to protect the health of every participant:

[www.interbad.de/safe-expo](http://www.interbad.de/safe-expo)

# Other advertising media

Take a look online at our [overview of all advertising media](https://www.messe-stuttgart.de/interbad/aussteller/werbemittel) which we are offering you free of charge – from a banner generator and invitation vouchers through to a DIN A1 poster.

# Collection of links

|  |  |
| --- | --- |
| Travel | <https://www.messe-stuttgart.de/interbad/besucher/anreise-und-unterkunft/anfahrt> |
| Travel and accommodation | <https://www.messe-stuttgart.de/interbad/besucher/anreise-und-unterkunft> |
| Exhibitor Directory | <https://www.messe-stuttgart.de/interbad/besucher/ausstellerverzeichnis> |
| Special areas | https://www.messe-stuttgart.de/interbad/besucher/sonderflaechen |
| Site plan | <https://www.messe-stuttgart.de/interbad/besucher/messegelaende> |
| Hotel reservation | <https://www.messe-stuttgart.de/interbad/besucher/anreise-und-unterkunft/unterkunft/hotelreservierung> |
| Information relating to the trade fair | <https://www.messe-stuttgart.de/interbad/besucher/auf-einen-blick> |
| Trade fair impressions | <https://www.messe-stuttgart.de/interbad/aussteller/rueckblick-interbad-2018> |
| Opening times and admission tickets | <https://www.messe-stuttgart.de/interbad/besucher/service/eintrittskarten-oeffnungszeiten> |
| Parking | <https://www.messe-stuttgart.de/interbad/besucher/anreise-und-unterkunft/parken> |
| Accompanying programme | https://www.messe-stuttgart.de/interbad/besucher/rahmenprogramm |
| Purchase ticket | <https://www.messe-stuttgart.de/interbad/besucher/tickets-oeffnungszeiten/> |
| Safe Expo and hygiene concept | <https://www.messe-stuttgart.de/interbad/besucher/aktuelles> |