Dear <Insert customer name>

**Invitation to** [**The Business Booster**](https://tbb.innoenergy.com/) **– Humanising the energy transition**

It is my pleasure to invite you to InnoEnergy’s leading international energy innovation event, The Business Booster, where we will be exhibiting along with 150 other sustainable energy solutions.

**Date:** 3-4 October 2019

**Location:** Palais des Congrès de Paris

**Registration:** Please [register](http://tbb.innoenergy.com/registration/) [here](http://tbb.innoenergy.com/registration/).

I look forward to welcoming you to this year’s event, where <insert company> will come together with over 800 attendees consisting of other start-ups, energy industry representatives, financial communities, policy makers and regulators to showcase, discuss and deliberate 2019’s theme: **Humanising the energy transition.**

As a <valued/potential customer>, I am sure you can appreciate that technologies, which were once merely envisioned for the future, are now rapidly becoming our reality. In particular, our technology will provide you with <insert KPIs of technology>. As such, we very much look forward to meeting you at the event, and showing you first hand how <insert company> can help <insert customer> achieve its innovation and sustainability targets.

The Business Booster will also offer your business the opportunity to detect new business models, find new partnerships, increase your brand awareness, hear from expert speakers and, for the first time ever, gain unparalleled insights into four key areas which have revolutionised the way in which we can now use clean energy: smart cities, energy storage, transport and wind.

The future is now, and in order for us to meet Europe’s 2030 climate and energy goals we need the support from companies such as yours to help with the adoption and implementation of technologies such as ours.

Please be sure to get in touch if we can facilitate in the setting up of a meeting.

Best wishes

<Insert name>

<insert title>

<insert company>