



SAMPLE EMAIL INVITATION

Subject:

The VISION Conference 2022 is Back In Person – Join us this January

Email Copy:

Dear {First Name},

We're excited to be supporting The VISION Conference 2022 on January 18-19 at the Renaissance Phoenix Glendale Hotel & Spa in Arizona—and we're inviting you to join us there and be part of a critical conversation addressing dynamic, recent advances in technology, systems, and platforms from farm to retail. VISION 2022 is the only conference convening the strategic leaders advancing interconnected agri-food technology solutions.

The VISION Conference is back in-person—and the marketplace has evolved rapidly since we last convened. Agriculture is in the spotlight now more than ever. Strong voices include consumers, environmental groups, regulatory bodies, major food processing corporations, and other allied constituents. They must be part of the conversation about how to adopt technology that will address food companies' future demands.

Consumers want to know exactly where their food comes from, and this changes the way agribusiness must evolve and adopt technology.

Before, our concentration was on understanding what technologies could be deployed in ag production. Today, VISION 2022 is addressing the entire agricultural technology ecosystem because there are new voices that are having a direct impact on agribusiness.

Agribusiness is now mainstream—and VISION 2022 is gathering all the stakeholders. Strong voices include consumers, environmental groups, regulatory bodies, major food processing corporations, and other allied constituents. They must be part of the conversation about how to adopt technology that will address food companies' future demands.

From Input to Production to Consumer—Engaging the Entire Food Value Chain

VISION 2022 is an interactive, forward-thinking format that engages the entire food value chain, from input to production to consumer. You'll participate in a single educational track built around four key pillars:

- Regenerative agriculture
- Automation 2.0
- Connectivity
- Transparency

We're inviting you to join us this year. Be a part of the fresh VISION with the brightest industry-leading minds to advance the future of ag-technology. We can't wait to introduce you to our [insert latest product or technology or service, topic of session, etc here]. Let us know if you'd like to schedule a brief meeting while we are there.

We look forward to seeing you there! Register Now.

Sincerely,

[sign name here]