**

*The following provides sample copy for up to three promotional emails for delegation prospects. Ideally, organizers can send one initial email and two follow-up emails for those who do not immediately respond. Please translate and/or customize as needed to be most effective in your email outreach. If you have any questions about the copy below, you may contact MINExpo’s marketing support at* ***mdg****, Andres (**andres.tovar@mdg.agency**) or Anjia (**anjia@mdg.agency**).*

**EMAIL #1: MINEXPO DELEGATION OFFER INTRODUCTION TO PROSPECTS**

SUBJ: Invitation to Join [COUNTRY] Delegation at MINExpo® 2024

Attach file: [Personalized flyer with contact information filled]

**COPY:**

Dear [NAME]:

I work at the U.S. Embassy in [COUNTRY] for the U.S. Commercial Service which organizes official delegations to participate in industry trade events in the United States.

We are organizing a [COUNTRY] delegation to attend [MINExpo 2024](https://www.minexpo.com/attendee-resources/international-attendees/), an international trade show that happens every four years, which will take place 24-26 September 2024, in Las Vegas Nevada.

With more than 1,900 exhibitors, MINExpo is your place to see all of the latest mining equipment and technology in person. Whether you’re looking for new ways to lower costs, increase profitability, improve safety, or manage risk, you’ll find what you need to achieve your operational goals here, at the world’s largest mining show.

MINExpo is organized by the National Mining Association (NMA), the only national trade association that represents the interests of mining before Congress, the administration, federal agencies, the judiciary and the media.

If you choose to join the [COUNTRY] delegation participating in MINExpo, you are eligible to take advantage of exclusive delegation benefits like:

* Dedicated assistance from an in-country specialist
* Complimentary EXPO Only registration, valued at up to $300 USD
* Special discounts and help with hotel arrangements
* Complimentary shuttle bus transportation
* On-site support
* Access to the International Business Center (IBC)
* Personalized letters of invitation

If you are interested in joining our official delegation or would like to learn more about MINExpo, contact me at [EMAIL ADDRESS] or [MOBILE/WHATSAPP NUMBER].

Sincere regards,

[NAME, TITLE, SIGNATURE LINE]

**EMAIL #2: FORWARD OF EMAIL #1**

**SUBJ:** FWD: Invitation to Join [COUNTRY] Delegation at MINExpo® 2024

**COPY:**

Dear [NAME]:

In case you may have missed it, I am forwarding the email below inviting you to join the [COUNTRY] delegation at MINExpo 2024. Let me know if you would like to set a time to discuss this opportunity.

Sincere regards,

[NAME, TITLE, SIGNATURE LINE]

**EMAIL #3: FORWARD OF EMAIL #1 & 2**

**SUBJ:** FWD: Invitation to Join [COUNTRY] Delegation at MINExpo® 2024

**COPY:**

Dear [NAME]:

I am checking in one last time on the email below. If you are interested in learning more about the [COUNTRY] delegation at MINExpo 2024, you can contact me at [EMAIL ADDRESS] or [MOBILE/WHATSAPP NUMBER]. Otherwise, we will keep you informed if there are future trade event opportunities in this industry sector.

Sincere regards,

[NAME, TITLE, SIGNATURE LINE]