Subject line:

Join me at IEEE PES T&D Conference & Exposition 2026!

Body Copy:

Hi [first name],

I’m gearing up for IEEE PES T&D Conference & Exposition 2026, and I wanted to reach out because I think you’d really benefit from attending, too!

This powerhouse event serves as a critical forum for professionals to connect, collaborate, and address the pressing challenges of a rapidly evolving energy sector. I’m especially looking forward to [session/exhibitor/product], and I know it will be a great chance to connect with others who are as passionate about the industry as we are.

If you haven’t already registered, I highly recommend checking it out. You can find all the details here: <https://ieeet-d.org>. Let me know if you’re going—I’d love to meet up while we’re there!

I hope to see you in Chicago!

[NAME]