



MSI 
VIKING
9.25.25
9am-4pm
2025
CUSTOMER
APPRECIATION
DAY
Greer, South Carolina

Email Templates for Sales Teams

1. For Existing Customers

Subject: You're Invited: Celebrate 58 Years With Us – Sept 25!

Body:

Hi [First Name],

We're excited to invite you to MSI Viking's Customer Appreciation Day on Thursday, September 25, from 9 AM to 4 PM at our headquarters in Greer, SC.

This event is all about celebrating YOU—our valued customer. Join us for a day of:

Vendor-led training sessions

Live demos from Hexagon, Mahr, Mitutoyo, Starrett, and Waygate

Facility tours and one-on-one consultations

Lunch, giveaways, and a special prize draw

Bonus: RSVP by August 15 and you'll automatically be entered to win a prize valued at over \$500!

RSVP Here: <https://info.msi-viking.com/customer-appreciation-day-2025-rsvp>

We'd love to see you there!

Best regards,

[Email Signature]

Email Template 2: For Warm Prospects

Subject: See What's New in Precision – You're Invited Sept 25

Body:

Hi [First Name],

Are you exploring better ways to manage precision measurement, calibration, or metrology systems?

We'd love to meet you in person at MSI Viking's Customer Appreciation Day, happening September 25 at our Greer HQ. It's a hands-on, high-value event designed for quality leaders like you.

Come for the:

Live equipment demos from leading brands

Training sessions from our expert partners

One-on-one time with our applications team

Lunch, giveaways, and prizes

This is a great opportunity to connect with the industry, explore new technologies, and see how we support companies like yours across the Southeast.

RSVP Here: <https://info.msi-viking.com/customer-appreciation-day-2025-rsvp> to secure your spot.

Register before August 15 for a chance to win a \$500+ prize!

Let me know if you have any questions—I'd be happy to help.

Best,

[Email Signature]

Email Template 3: For Technical/Engineering Leads

Subject: Get Hands-On with Precision Tech – Sept 25 @ MSI Viking

Body:

Hi [First Name],

We're hosting a unique event designed for engineers, tech leads, and quality professionals looking to stay ahead in the world of measurement and metrology.

MSI Viking's Customer Appreciation Day is set for September 25 at our Greer, SC facility, and we'd love for you to attend.

You'll have direct access to:

Live demos from Hexagon, Mitutoyo, Mahr, Starrett, and Waygate Technologies

Training sessions covering real-world applications and optimization strategies

Facility tours including our accredited calibration labs

Giveaways and a grand prize drawing (register by August 15 to qualify!)

RSVP Here: <https://info.msi-viking.com/customer-appreciation-day-2025-rsvp>

This is more than a celebration—it's an opportunity to deepen your technical knowledge and connect with peers in your field.

Hope to see you there!

[Email Signature]