Hey J,

I agree with the first paragraph, but take a look at the second and third paragraphs you highlighted in yellow. It is a bit redundant to information in the bullet points and the education subject is introduced for a second time. What do you think about just going with the first paragraph you suggested skipping the second and third?

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| Hi << Test First Name >>, As a respected senior executive in the food and beverage industry…  |
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 |
| << Test First Name >> << Test Last Name >> You are cordially invited to joinan elite group of 80 prestigious ~~independent~~food and beverage executives to be hosted\* at **BITAC Food & Beverage 2019** January 20 - 22, 2019Grand Hyatt Baha MarNassau, Bahamas  |
| *\* Hosted executives will have their ~ registration fee waived ~ accommodations comp’d ~ roundtrip airfare reimbursed ~ and enjoy seven gourmet meals with three receptions during the eventView Full Details:*[*http://bitac.net/files/Invitation\_FB\_b.pdf*](http://bitac.net/files/Invitation_FB_b.pdf) |
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| **BITAC Food & Beverage is an idea generating event designed specifically for senior executive team members to help grow and enhance their food and beverage business.** This highly respected event is acclaimed for: |
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| • | invitation-only format to control quantity, quality and promote maximum ROI |
| • | interaction with peers (top leaders and companies in industry) |
| • | interactive panel discussions with industry experts |
| • | stimulating ideas and forging new vendor relationships to improve the guest experience, improve efficiency and reducing costs  |

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| BITAC offers a wide array of new and innovative products and services to equip, furnish and run F&B, catering or convention services departments in a lodging property or restaurant. They will find such products as: food, beverages, uniforms, kitchen equipment, beverage equipment, FF&E, tabletop, banquet equipment, lighting, marketing, signage, technology, OS&E, room service, and much more. |

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| **6 months' worth of work in 2+ days!** Gain insight from fellow restaurateurs, executive chefs, purchasing executives, and operations professionals. **Improve operational efficiency, discover new and better products, Lower your costs.** BITAC provides an intimate atmosphere for prominent executives in the industry to exchange ideas.The interactive educational sessions provide a setting to share experiences and gain insight from peers on the issues and challenges in today's market. It is the most productive,**cost effective and time-saving method** to build knowledge and contacts. |

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| **Please take a look at your calendar and let me know, by simple reply to this email, if you are free to attend at BITAC Food & Beverage January 20 - 22, 2019 at the Grand Hyatt Baha Mar in Nassau Bahamas.**I look forward to hearing from you. Please contact me if you have any questions. Best,  |

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| **J. Viola** Chief Operating Officer BITAC, Inc. Direct: (631) 424-7755 x106 Cell: 973-617-6473 jviola@bitac.net |

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| **BITAC® Independent 2018** January 20 - 22, 2019Grand Hyatt Baha MarNassau, Bahamas  |

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