

Dear Valued Customers,

We are excited to announce a special product exchange event at [Your Company Name]. This is a great opportunity for you to trade in your old products for new ones!

Event Details:

- **Date:** [Date]
- **Time:** [Start Time] to [End Time]
- **Location:** [Event Location]

How it works:

1. Bring your old products to the event.
2. Receive a discount on your new purchases based on the condition of the exchanged product.
3. Enjoy exclusive offers and promotions on new products!

We look forward to seeing you and helping you upgrade your products!

Best regards,

[Your Name]

[Your Position]

[Your Company Name]