



Exhibitor Marketing Toolkit

SAMPLE ONLY

CUSTOMER EMAIL OR LETTER

Promote your company's booth at the 2017 SHOT Show[®] by sending an email or letter to current and potential clients. Your outreach efforts are important, so please send this to anyone who may be qualified to attend. To get started, try this sample copy (it's easily customizable)!

Recommended Subject Lines:

- Let's meet in Vegas
- Visit us at SHOT Show this January
- See what we're featuring at SHOT Show
- We've got the gear at SHOT Show

Dear [INSERT CUSTOMER NAME]:

The 2017 SHOT Show has the products, the suppliers, the connections, the know-how — the GEAR you need for a successful year. It's the most comprehensive showcase of combined firearms, ammunition, law enforcement, cutlery, outdoor apparel, optics, and related products and services for professionals in the shooting sports, hunting, and law enforcement industries.

For commercial and retail businesses, SHOT Show is your opportunity to meet with vendors, negotiate orders and enhance your inventory for the next selling season. For law enforcement and armed forces agencies, it is your time to meet directly with manufacturers, discuss product development, deployment strategies and other real world challenges.

You can do all this and more by attending the SHOT Show on January 17-20, 2017, in Las Vegas.

[INSERT YOUR COMPANY NAME] will be one of the more than 1,600 exhibitors at the show. Our booth is [INSERT BOOTH NUMBER]. My colleagues and I want to say hello in person, so stop by or schedule an appointment. Contact [INSERT CONTACT NAME & INFO].

As an exhibitor, I encourage you to attend this event — even if you're just curious to see what's new in the market and what the latest issues and trends are.

Sincerely,

[NAME]
Company Name