



Exhibitor Marketing Toolkit

**SAMPLE ONLY**

## **POST-SHOW FOLLOW UP EMAIL**

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*Within two weeks following the 2017 SHOT Show<sup>®</sup>, you should send personal thank you messages to the customers and new contacts who visited your booth. This is a great opportunity to highlight the products or services your company featured at the show and to encourage bulk ordering.*

*Make it quick and easy to reach potential customers who visited your booth by ordering a lead retrieval program and badge scanner. They provide instant access to the data of your booth visitors.*

Dear [INSERT NAME]:

Thank you for stopping by [INSERT COMPANY NAME]'s booth at the 2017 SHOT Show. My colleagues and I had a great time discussing all of the new products, services and trends with many industry professionals like you — and we hope you did, too.

**YOUR COMPANY'S HIGHLIGHT:**

Our products this year included [INSERT INFORMATION ABOUT THE PRODUCTS/ SERVICES YOU WANT TO SELL].

Please contact us if you would like to discuss how [INSERT YOUR COMPANY NAME]'s products can help your business or agency. If you're ready to order, you can do so easily by calling us at [INSERT COMPANY PHONE NUMBER] — or you can order online at [INSERT YOUR WEB ADDRESS].

Thank you!

Sincerely,

XX  
Company Name