*Within two weeks following the 2024 SHOT Show®, 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. These tools provide instant access to the data of your booth visitors.*

Dear [INSERT NAME]:

Thanks for stopping by [YOUR COMPANY NAME]’s booth at the 2024 SHOT Show®. [INSERT IF EXISTING CUSTOMER:] It was great to see familiar faces like yours and have a chance to catch up. Our team enjoyed the chance to discuss and learn more about your business.

SHOT Show is a unique experience and we hope you were able to find new ideas for your business. With the show over, this is your shot to take advantage of the opportunities you discovered.

My team and I have had some time to discuss how we can best help provide solutions for your business and the needs we talked about at the show. We’re excited to find more ways that [YOUR COMPANY NAME] can help [CUSTOMER COMPANY NAME] succeed this year by providing top of the line [PRODUCT/SERVICE].

Below is some information I think you’ll be interested in based on our conversation. It can help you to better understand [BENEFIT FROM YOUR PRODUCT/SERVICE]. More helpful information can be found on these web pages:

* [INSERT BULLETED LIST OF YOUR WEB PAGES, PRODUCT/SERVICE VIDEOS, BLOG ARTICLES, TESTIMONIALS, CASE STUDIES, ETC.]

If you have any questions on how [PRODUCT/SERVICE] will benefit your specific business needs, please reach out. I will follow up in a few days to answer any questions and provide any other information you need.

I look forward to speaking with you again soon,

[NAME]

[YOUR COMPANY NAME]