*Within two weeks following the 2024 SHOT Week Supplier Showcase®, 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 materials 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]:

We appreciate the time you took to stop by [YOUR COMPANY NAME]’s booth at the 2024 SHOT Week Supplier Showcase®. Our team enjoyed discussing and learning more about [CUSTOMER BUSINESS NAME] and your current business needs.

The SHOT Week Supplier Showcase is the most valuable event of the year for manufacturers looking to connect with suppliers. With the show over, now 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 here:

* [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]