*Within two weeks following the 2025 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 2025 SHOT Show®. Our team enjoyed the chance to discuss and learn more about your business.

Our team has had some time to discuss your business and how we can best help provide solutions to your specific needs. We’re excited to 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]