



Exhibitor Marketing Toolkit

# SAMPLE ONLY

## POST-SHOW FOLLOW UP EMAIL

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*Within two weeks following the 2020 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. 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 this year's FULLY LOADED 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. [INSERT IF EXISTING CUSTOMER:] I especially enjoy seeing familiar faces at our booth and having a chance to catch up with our customers.

I [also] appreciate the opportunity we had to talk about how [YOUR COMPANY NAME] can help [CUSTOMER COMPANY NAME] continue succeeding by providing you with excellence in [PRODUCT/SERVICE].

[INSERT OPTIONAL REQUESTED INFORMATION PARAGRAPH:] 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.]

I'll give you a few days to review this material. At that time, I'll follow up to make sure that you received it, and to see if you have any questions or if I can provide some information on how [PRODUCT/SERVICE] will benefit your particular business situation.

I look forward to speaking with you again soon,

[NAME]  
[YOUR COMPANY NAME]