



Exhibitor Marketing Toolkit

SAMPLE ONLY

POST-SHOW FOLLOW UP EMAIL

AN EVENT OF
NSSF[®]
The Firearm Industry
Trade Association

Within two weeks following the 2021 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 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]