

# Trade Show Email Campaign Script

## Audience

Prospective clients, partners, and existing clients interested in the upcoming trade show.

## Campaign Flow

- Invitation Email
- Reminder Email
- Post-Show Follow-up Email

## Invitation Email

Subject: Meet Us at [Trade Show Name]: Reserve Your Spot!

Hello [First Name],

We're excited to announce that [Your Company] will be exhibiting at [Trade Show Name] from [Date] at [Venue]. Visit us at booth [Booth Number] to discover our latest solutions and meet our team.

We would love to schedule a meeting with you during the event. Let us know your availability, and we'll book a convenient time.

See you at [Trade Show Name]!

Best regards,

[Your Name]

[Your Company]

## Reminder Email

Subject: Don't Miss Us at [Trade Show Name] @ Booth [Booth Number]

Hello [First Name],

This is a friendly reminder that [Your Company] will be at [Trade Show Name] from [Date]. We'd love to meet with you to discuss how our solutions can benefit your business.

Let us know if you'd like to reserve a meeting slot at our booth.

Looking forward to connecting!

Best,

[Your Name]

[Your Company]

## Post-Show Follow-up Email

Subject: Great Meeting You at [Trade Show Name]

Hello [First Name],

Thank you for stopping by our booth at [Trade Show Name]. We enjoyed learning about your goals and exploring how [Your Company] can help.

If you have any questions or would like additional information, please reply to this email. Looking forward to staying in touch!

Best regards,

[Your Name]

[Your Company]