



## EXHIBITOR SAMPLE INVITATION LETTER OR EMAIL

### Recommended Subject Lines:

- You're Invited to the 21<sup>st</sup> Century Building Expo & Conference
- Come See the Latest Innovations in {Insert Product Category Here}
- See the Unveiling of {Insert New Product Name}
- Free Pass on us to the 21<sup>st</sup> Century Building Expo & Conference

### Body of Email

Dear [Insert Customer Name]:

We hope you are planning to attend the 21<sup>st</sup> Century Building Expo & Conference at the new location, the Concord Convention Center in Concord, NC October 18 - 20, 2022 ---because we want to meet you!

The 21<sup>st</sup> Century Building Expo & Conference connects the top manufacturers, suppliers, buyers and experts in the residential construction industry. There's no better way to make purchasing decisions for your company than to see the product first-hand and talk face-to-face with a knowledgeable supplier, and **this event is a prime opportunity to hear about your latest product needs.**

Register today and enjoy a complimentary Expo Floor Pass. Just use my 21CBEC guest pass code [Insert code] before September 15, 2022.

Join us in Concord, NC, October 18 - 20. We will be in Booth [Insert Booth Number] to answer all of your questions, so plan to stop by or email [Insert Name] at [Insert Email] to schedule an appointment. To learn more, visit [21BuildingExpo.com](http://21BuildingExpo.com).

**I look forward to seeing you and your colleagues in Charlotte.**

Sincerely,

[Insert Your Name]