

Exhibitor Sample Invitation Letter or Email

Recommended Subject Lines:

- You're Invited to Motion + Power Technology Expo
- Come See the Latest Innovations in [INSERT PRODUCT CATEGORY HERE]
- See the Unveiling of [INSERT NEW PRODUCT NAME]
- Free pass on us to Motion + Power Technology Expo

Body of Email:

Dear [INSERT CUSTOMER NAME]:

We hope you are planning to attend Motion + Power Technology Expo 2019 — formerly Gear Expo — because we want to meet you!

Motion + Power Technology Expo connects the top manufacturers, suppliers, buyers, and experts in the mechanical, electrical, and fluid power industries. 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 trade show pass on us! Just use my **Motion + Power Technology Expo** guest pass code, [INSERT CODE].

Join us in Detroit, MI, October 15-17, 2019. We'll be at Booth [INSERT BOOTH NUMBER] to answer all your questions, so plan to stop by or email [INSERT NAME] at [INSERT EMAIL ADDRESS] to schedule an appointment. To learn more, visit MotionPowerExpo.com.

I look forward to seeing you and your colleagues in Detroit.

Sincerely,

[INSERT YOUR NAME]