**Sample email copy**

Feel free to use the sample email copy when communicating with your customers. Areas in need of customization, such as your company name or booth number, are highlighted in orange.

**----------------------------------------------------------------------------------------------------------------------------**

**Sample email #1**

*This email outlines why the show is the place to be for foodservice professionals.*

**[Subject Line]**

Visit us at The NAFEM Show, Feb. 1 – 3, 2023

**[Pre-Header]**

Come see us at Booth #XXXX to find the foodservice E&S you need.

**[Body]**

[CUSTOMER NAME],

We’re looking forward to exhibiting at The NAFEM Show Feb. 1 – 3, 2023, at the Orange County Convention Center, Orlando, Fla., USA.

The show offers you a unique opportunity to see everything you need to prep, cook, serve and store– all in one place.

[COMPANY NAME] is excited to connect with you and help you find what you need to grow and succeed. Visit us at Booth #XXXX.

There’s still time to register! Get the details [here](https://www.thenafemshow.org/show-info/).

Thank you,

[NAME OF COMPANY/SALES REPRESENTATIVE]

**Sample email #2**

*This shorter, simple email focuses on the details of the show and registration.*

**[Subject Line]**

Visit us at The NAFEM Show, Feb. 1 – 3, 2023

**[Pre-Header]**

Come see us at Booth #XXXX to find the foodservice E&S you need.

**[Body]**

[CUSTOMER NAME],

We’re looking forward to The NAFEM Show 2023.

Feb. 1 – 3, 2023

Orange County Convention Center

Orlando, Fla., USA

Booth #XXXX

The show offers you a unique opportunity to see everything you need to prep, cook, serve and store – all in one place.

There’s still time to register! Get the details [here](https://www.thenafemshow.org/show-info/).

Thank you,

[NAME OF COMPANY/SALES REPRESENTATIVE]