**Sample email copy**

Feel free to use the sample email copy when communicating with your operator customers and prospects. Areas in need of customization, such as your company name and your customer’s name, are highlighted in orange.

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

**Sample email #1**

*This email describes NAFEM’s VIP program so you can invite your operator customers and prospects to apply for this great opportunity.*

**[Subject Line]**

NAFEM wants to pay your way to The NAFEM Show, Feb. 1 – 3, 2023

**[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.

NAFEM’s VIP program, designed exclusively for verified operator decision makers, covers registration, travel costs and accommodations in Orlando so you can focus on connecting and doing business at the show.

[COMPANY NAME] is excited to invite you to apply to the VIP program.

Get the details [here](https://www.thenafemshow.org/vip/?utm_source=p-eblast&utm_medium=email&utm_campaign=vip-kit).

Thank you,

[NAME OF COMPANY/SALES REPRESENTATIVE]