



This is suggested copy for ABC Kids Expo 2018 exhibitors to customize and send to their database to promote their participation at the event.

SUBJECT LINE:

Option 1: We'll be at ABC Kids Expo in Las Vegas—
will you?

Option 2: Join us at ABC Kids Expo in Las Vegas, October 9-11

Dear <Name>,

<Exhibitor Name> will be exhibiting at ABC Kids Expo and we'd like to extend a personal invitation to you to join us in Las Vegas, from October 9-11 and visit us at booth #XXX. This is a great chance for you to see our latest <insert highlights of the products, technologies, services you will be exhibiting> .

ABC Kids Expo is your best view of what's new and what's next—showcasing the full array of awaited arrivals, unique products, trusted brands, and technology-driven innovation for every facet of the juvenile products market. Take your business to the next level, and make plans to attend the 2018 ABC Kids Expo, from October 9 – 11th. To learn more and register, visit www.theabcshow.com.

We hope to see you there.

Best regards,