



JUNE 26-28, 2018  
EDUCATION JUNE 25-27  
MANDALAY BAY, LAS VEGAS, NV, USA



## Exhibitor Post-show Email

This is suggested copy for SuperZoo 2018 exhibitors to customize and send to their database in July to follow up with leads after the show.

*FOR LEADS WHO MADE PURCHASES AT SUPERZOO:*

*SUBJECT LINE:*

Thank you for purchasing **<product or service>**  
**<Name>**, I enjoyed connecting with you at SuperZoo

*COPY:*

Dear **<Name>**,

I truly enjoyed connecting with you at SuperZoo this year! Thank you for purchasing **<product or service>**. I'd be happy to connect with you to answer any questions you might have and discuss anything we may be able to do to help promote **<product or service>** to your customers.

Feel free to give me a call anytime at **<phone number>**.

I am looking forward to continuing our relationship throughout the year!

Best regards,  
**<Your Signature>**

SuperZoo  
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*FOR LEADS WHO DID NOT MAKE A PURCHASE AT SUPERZOO:*

*SUBJECT LINE:*

Are you still interested in **<product or service>**?  
**<Name>**, I enjoyed connecting with you at SuperZoo



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COPY:

Dear <Name>,

I truly enjoyed connecting with you at SuperZoo this year! When we spoke onsite, you were interested in <learning more about/purchasing> our <product/service>. Did you have any additional questions about our <product/service>? I'd be happy to connect with you to answer any questions you might have and discuss anything we may be able to do to help promote <product/service> to your customers. Feel free to give me a call anytime at <phone number>.

I am looking forward to continuing our relationship throughout the year!

Best regards,

<Your Signature>

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