**Get in touch before the show!**

**Here is a sample email to customize and send to clients to promote your participation at the Iowa Hospitality Convention and Expo.**

*SUBJECT LINE:*

 We’ll be at the Iowa Hospitality Convention and Expo in Des Moines—will you?

 Join us November 18 at the Iowa Events Center

*COPY:*

Dear <Name>,

<Exhibitor Name> will be exhibiting at the 2019 Iowa Hospitality Convention & Expo and we’d like to extend a personal invitation to you to join us at the Iowa Events Center in Des Moines, November 18th and visit our booth. We will be displaying our latest <insert highlights of the products, technologies, services you will be exhibiting>.

The 2019 Iowa Hospitality Expo & Convention, presented by the Iowa Restaurant Association (CRA), is *the* annual networking and learning event for restaurateurs, chefs and restaurant & bar managers from across Iowa. During the Iowa Hospitality Expo & Convention, leading restauranteurs in Iowa will meet with industry leaders and tastemakers at the Iowa Events Center, to discover the newest trends, ideas and products in the business.

We hope to see you there.

Best regards,

*<*Your Signature>