

Newsletters to invite people to trade shows



When the trade show season begins, you need to be prepared to send out the corresponding invitations both to clients and suppliers, and to prospective customers. The best way to do so is by sending eye-catching newsletters that capture the attention of people in your contact list.

Using these Newsletter templates on Mailchimp you will be able to schedule your emails and newsletters for your trade show season. To access them, you must be logged in in your Mailchimp account and click on the link provided. Do not forget to measure the performance of your sent messages to include their data in the fair's results report.

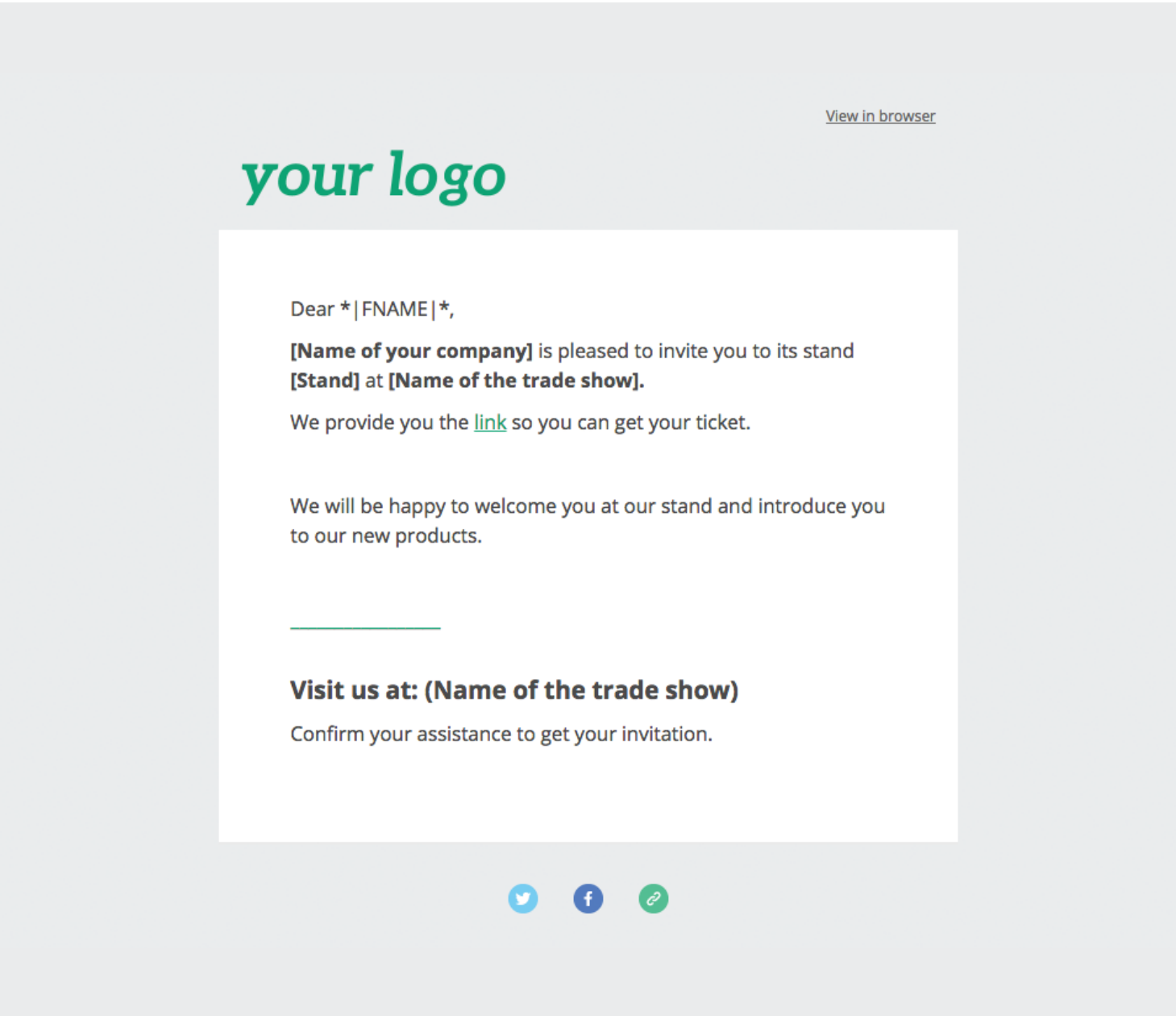
MESSAGE 1. PERSONAL INVITATION

Reserve a number of personal invitations for contacts who you are interested in having attend. They may be clients, influencers, suppliers or partners of your company.

You will write this mail one by one, and it will be personalized. It is important for the person to feel special, and what better way is there than sending them a special invitation?

In your message, specify that you need them to RSVP in order to send them the admission ticket to the fair; that way you will make sure that those persons visit your stand.

See template in MailChimp.



MESSAGE 2. FAIR NEWSLETTER

Use your personal email when sending it. Try to avoid formats such as info@company.com that may go unnoticed.

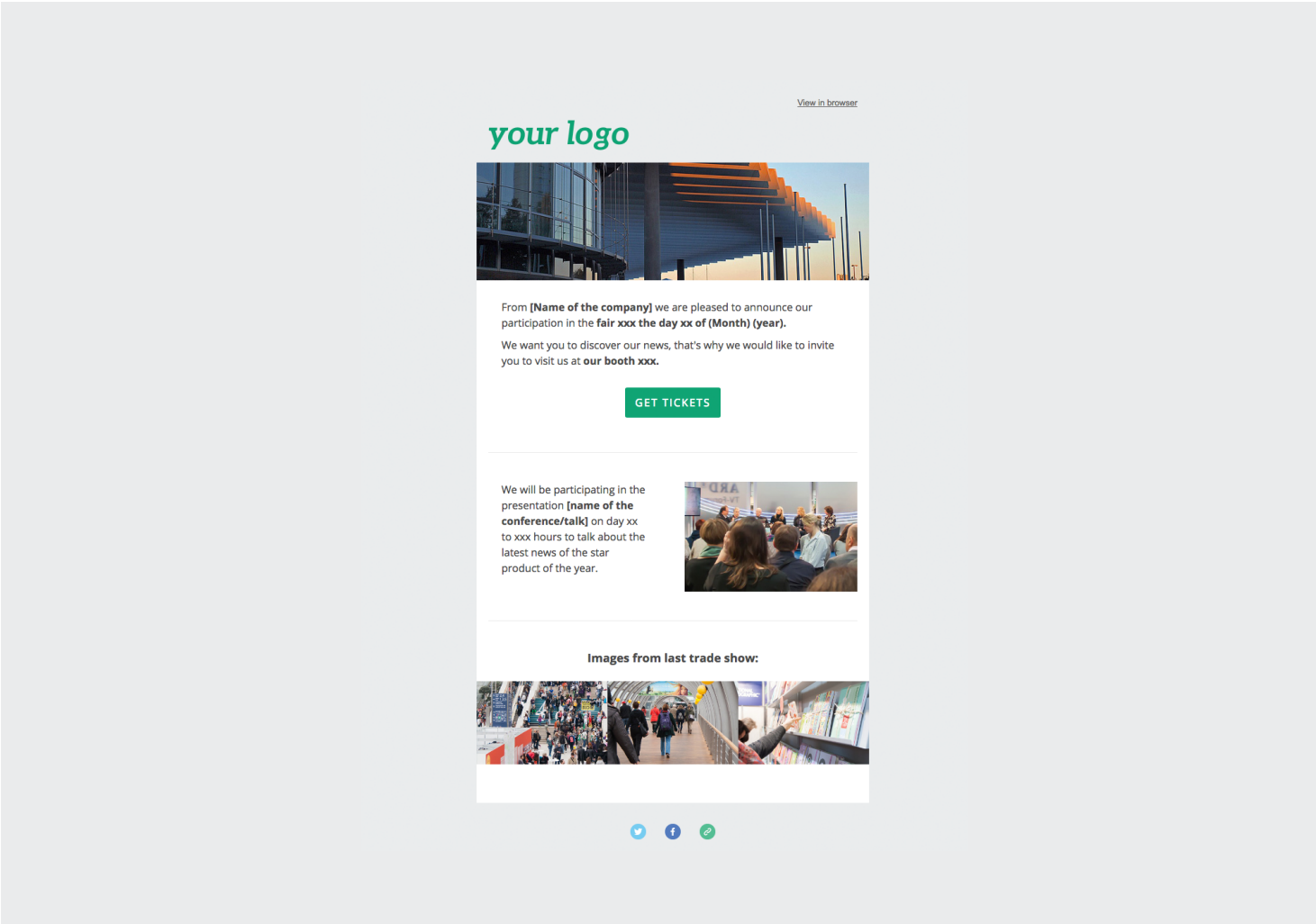
Send the message two weeks before the fair. Tuesday, Wednesday or Thursday lunchtime or afternoon is the best time to send it since it will have a higher probability of being opened.

Write a subject that is eye-catching but does not sound like a promotion. Personalizing the message is the best option. Use phrases such as: Special invitation to the “Fair name” fair on July 13th.

The message should be clearly written and specify key event information: date, times, place. If necessary, include instructions regarding special events. Include an image of the fair or the city where it is to take place. This helps the message get better understood.

Lastly, include contact information: website and email signature.

See template in MailChimp.

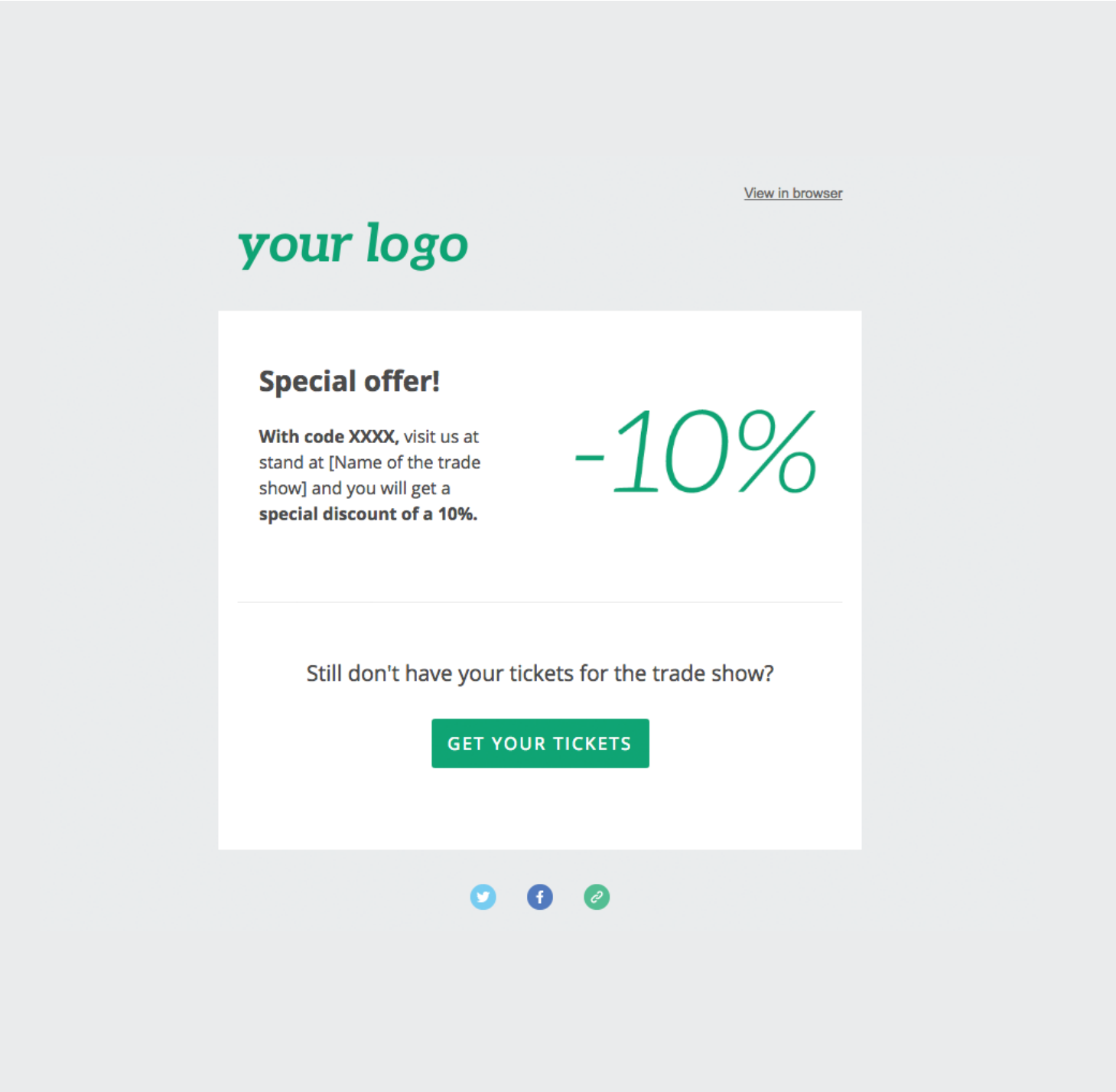


MESSAGE 3. SPECIAL OFFER NEWSLETTER

Send the last newsletter before the fair three days in advance.

Here are a few examples: 10% discount to anyone visiting the stand at the fair, gift basket for the first 20 visitors, dynamic contests at your stand to win special gifts, etc.

[See template in MailChimp.](#)



MESSAGE 4. DURING THE FAIR

Once the fair is in full swing, take special photos of your stand and of the visits you receive in order to send mails encouraging people to visit you. It is a good time to comment on that product you launched exclusively at the fair.

See template in MailChimp.

