

Brief introduction for prospect outreach

Subject: Quick Intro - [Company Name] at [Trade Show Name]

Hi [Name],

Quick note - we'll be exhibiting at [Trade Show Name] ([Dates]) and thought you might be interested in what we're showing.

Based on our brief conversation about [Previous Discussion Topic], I think our new [Product/Service] could be exactly what you're looking for. It addresses [Specific Pain Point] and has helped similar companies [Benefit/Result].

We're at booth [Number] - would love to give you a quick demo if you're attending. No pressure, just thought it might be worth 15 minutes of your time.

Let me know if you'll be there!

Best,

[Your Name]

[Title]

[Company Name]

[Contact Info]

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