**Sample Email or Letter Copy for NACS Show Exhibitors**

*Sending an email or letter to current and prospective clients is a great way to remind them about your company’s booth at the 2020 NACS Show in Las Vegas, as well as to share some of the products, services, and/or technologies you will be highlighting. To get started, try this sample copy (it’s easily customizable)!*

Recommended Subject Lines:

* One-stop shopping convenience is at the NACS Show
* Visit us at the NACS Show this October
* Crack the code with us at the 2020 NACS Show
* Discover our merchandising innovations at the NACS Show

Dear [INSERT CUSTOMER NAME]:

Crack the Code to success in Convenience at this year’s NACS Show. The NACS Show holds the key to the most innovative products, eye opening education sessions and engaging networking opportunities for the convenience and fuel retail industry. The only global platform for convenience, the [2020 NACS Show](http://www.nacsshow.com) is where we can all come together and learn from each other to seize new opportunities and overcome obstacles.

That’s why [INSERT YOUR COMPANY NAME] will be on site at this year’s global event for all things convenience.

We can meet up once a year at NACS Show to explore the trends that will change the future of convenience. We can reward innovation and excellence.

**COMPETITION** — Competition is good for all of us. It drives our passion and our innovation—pushing us to evolve and adapt, which sparks growth for our entire industry. A show favorite, the [Cool New Products Preview Room](https://www.nacsshow.com/Exhibit/Marketing/CoolNewProductsPreviewRoom) lets you discover the latest, hottest, cutting-edge products and ideas that are ready to redefine our industry. The impressive EXPO covers exhibits from hundreds of companies committed to understanding the unique needs of c-stores, including (INSERT WHAT YOU ARE SHOWING).

**CONVENIENCE** — Come discover the latest service, product, and merchandising innovations in the convenience and fuel retailing industry, all designed to give you the edge and momentum needed to better compete for consumers’ share of wallet and attention.

**COLLABORATION** — Unlock trends, skills, and best business practices that are shaping the future of the convenience and fuel retail industry. There’s no other gathering, workshop, or school on Earth that can match the [industry-specific educational opportunities found here](http://www.convenience.org/NACSShow/Explore/EducationalSessions/Pages/default.aspx).

Join us in Las Vegas, October 11–14, 2020 (**Conference:** October 11–14, 2020 | **Expo:** October 12–14, 2020). [INSERT YOUR COMPANY NAME] will be demonstrating [PRODUCT/SERVICE/TECHNOLOGY] that will [INSERT BENEFIT OF PRODUCT/SERVICE] in booth [####]. Our experts will be on-hand to answer all of your questions, so stop by or schedule an appointment. Contact [INSERT CONTACT NAME AND INFO].

As an exhibitor, we encourage you to attend the NACS Show — even if you're just curious to see what's new in the market and around the corner for convenience. If you stay at home and miss the show, don’t be surprised if your customers do the same.

See you in Las Vegas at the NACS Show!

[NAME]

[YOUR COMPANY NAME]

Register now at nacsshow.com