



Where creativity meets accountability

4 examples of post-show follow-up emails

1. Personalized Thank You & Next Steps (For a "Hot" Lead)

Subject: Great Connecting at [Trade Show Name] – Next Steps

Hi [First Name],

It was a pleasure meeting you at the [Trade Show Name] last week. I enjoyed learning about [specific company initiative or challenge discussed], and I believe our [product/service] could help you achieve [specific goal or outcome].

As promised, I've attached a case study on how we helped a similar organization streamline their [relevant process]. Would you be available for a 30-minute call this week to discuss how we can tailor a solution for your team?

Looking forward to your thoughts!

Best regards,
[Your Name]
[Your Company]

2. Value-Driven Content Share (For a "Warm" Lead)

Subject: Resources from [Trade Show Name] – As Discussed

Hi [First Name],

Thank you for stopping by our booth at [Trade Show Name]. I appreciated our conversation about [topic or pain point]. Based on what you shared, I wanted to send you our latest industry report on [relevant topic], which covers some of the trends we discussed.

If you have any questions or would like to dive deeper into how these insights could apply to your business, just let me know. I'd be happy to schedule a follow-up call at your convenience.

Best,
[Your Name]



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3. Gentle Nudge & Relationship Building (For a "Cold" or Early-Stage Lead)

Subject: Great Meeting You at [Trade Show Name]

Hi [First Name],

It was great meeting you at [Trade Show Name]. I enjoyed learning about your role at [Company Name] and the exciting projects you're working on.

I know things can get busy post-event, so I'll check in again next week to see if you'd like to continue our conversation. In the meantime, feel free to reach out if any questions come up or if you'd like more information about [product/service].

Wishing you a productive week ahead!

Best,
[Your Name]

4. Feedback Request & Engagement (For All Lead Types)

Subject: Quick Feedback on Your [Trade Show Name] Experience?

Hi [First Name],

Thank you for visiting our booth at [Trade Show Name]. We strive to make each event valuable for attendees, and your feedback is important to us.

Would you mind taking a quick 2-minute survey about your experience? Your insights will help us improve and ensure we're addressing the needs of professionals like you. As a thank you, I'd be happy to share our exclusive white paper on [relevant topic] once you complete the survey.

Thank you in advance for your input!

Best regards,
[Your Name]