



BETTER / TOGETHER

JULY 25-27, 2017 | CONFERENCE JULY 24-26

This is suggested copy for SuperZoo 2017 speakers to customize and send to their database in April and again in June to promote their session.

SUBJECT LINE:

I'm speaking at SuperZoo 2017—will you be there?
Join me at SuperZoo 2017 in Las Vegas, July 24-26

COPY:

Dear <Name>,

SuperZoo has asked me to speak at its annual event, taking place again in Las Vegas. The conference sessions will be held July 24-26, 2017 with the trade show floor open July 25-27. My session at SuperZoo, <insert name of session>, will address <insert key takeaways of the session>. I'll be presenting on <day> at <time> and would like to invite you to join me there!

Offering over 85 hours of education including 80+ seminars and sessions, SuperZoo is the largest education conference in the pet industry. You can find everything you need from successful business strategies and merchandising techniques to animal welfare and grooming. To learn more and register, visit www.SuperZoo.org.

I hope to see you there.

Best regards,

<Signature>

SuperZoo
July 25-27, 2017
Conference July 24-26
Mandalay Bay | Las Vegas, Nevada, USA
www.SuperZoo.org