



BETTER / TOGETHER

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

**This is suggested copy for SuperZoo 2017 exhibitors to customize and send to their database in August to follow up with leads after the show.**

*FOR LEADS WHO MADE PURCHASES AT SUPERZOO:*

*SUBJECT LINE:*

Thank you for purchasing <product or service>  
<Name>, I enjoyed connecting with you at SuperZoo

*COPY:*

Dear <Name>,

I truly enjoyed connecting with you at SuperZoo this year! Thank you for purchasing <product or service>. I'd be happy to connect with you to answer any questions you might have and discuss anything we may be able to do to help promote <product or service> to your customers.

Feel free to give me a call anytime at <phone number>.

Thank you, again for your purchase. I am looking forward to continuing our relationship through out the year!

Best regards,

<Your Signature>

**SuperZoo**

July 25-27, 2017

Conference July 24-26

Mandalay Bay | Las Vegas, Nevada, USA

[www.SuperZoo.org](http://www.SuperZoo.org)

*\*\*\*EXPERT TIP: Use this email to attach any sales collateral related to the products you and your new contact discussed at the show.*



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FOR LEADS WHO DID NOT MAKE A PURCHASE AT SUPERZOO:

SUBJECT LINE:

Are you still interested in <product or service>?  
<Name>, I enjoyed connecting with you at SuperZoo

COPY:

Dear <Name>,

I truly enjoyed connecting with you at SuperZoo this year! When we spoke onsite, you were interested in <learning more about/purchasing> our <product or service>. Did you have any additional questions about our <product or service>? I'd be happy to connect with you to answer any questions you might have and discuss anything we may be able to do to help promote <product or service> to your customers. Feel free to give me a call anytime at <phone number>.

I am looking forward to continuing our relationship through out the year!

Best regards,

<Your Signature>

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