**This is suggested copy for SuperZoo 2017 *exhibitors* to customize and send to their database in April and again in June to promote their participation.**

*SUBJECT LINE:*

 We’ll be at SuperZoo in Las Vegas—will you?

 Join us at SuperZoo in Las Vegas, July 25-27

Dear <Name>,

<Exhibitor Name> will be exhibiting at SuperZoo and we’d like to extend a personal invitation to you to join us in Las Vegas, July 25-27 and visit our booth #0000. We will be displaying our latest <insert highlights of the products, technologies, services you will be exhibiting>.

As the pet professional’s perfect partner, helping you improve sales, boost profits and run a better business, SuperZoo 2017 is the must-attend event of the year. Everything you need to help your business become better than ever is waiting for you at North America’s largest pet retail event. To learn more and register, visit [www.SuperZoo.org](http://www.SuperZoo.org).

We hope to see you there.

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)

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

I hope to see you there.

Best regards,

<Signature>

**SuperZoo**

July 25-27, 2017

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