

**[Your Name]**  
[Your Title]  
[Your Company Name]  
[Your Email Address]  
[Your Phone Number]

[Date]

**[Lead Name]**  
[Lead Title]  
[Lead Company Name]

Subject: Follow-up: Great meeting you at [Trade Show Name]

Dear [Lead Name],

It was a pleasure meeting you at the **[Trade Show Name]** booth in [City/Location] this past week. I enjoyed our conversation regarding **[Specific Topic Discussed]** and learning more about your current initiatives at **[Lead Company Name]**.

As we discussed, many organizations in the [Industry] sector are currently facing challenges with [Common Pain Point]. At [Your Company Name], we specialize in helping partners navigate these hurdles through [Core Service/Product Feature].

I have attached the [Case Study/Brochure/Whitepaper] we mentioned during the show. I believe the results on page [Number] specifically address the [Target Goal] you mentioned.

I would appreciate the opportunity to schedule a brief 10-minute discovery call to see how our [Product/Service] can specifically support your upcoming goals for [Quarter/Year]. Are you available on [Day] at [Time]?

Thank you again for your time at the show. I look forward to connecting soon.

Best regards,

**[Your Name]**  
[Your Company Name]

[Company Website] | [LinkedIn Profile URL]