

Subject: Meeting at [Trade Show Name] / [Your Company Name] x [Prospect Company Name]

Dear [Prospect Name],

I see that [Prospect Company Name] will be attending [Trade Show Name] in [City] next month. Given your recent focus on [Industry Challenge/Initiative], I believe a brief conversation at the event would be highly valuable.

At [Your Company Name], we help organizations like yours solve [Specific Problem] by [Unique Value Proposition]. We've recently helped [Competitor/Similar Client] achieve [Specific Result/Metric].

I'd love to buy you a coffee or host you at our booth, [Booth Number], to show you how we can support your [Specific Goal] for the upcoming year.

Do you have 15 minutes available on [Date] at [Time], or would another slot work better for you?

Best regards,

[Your Name]

[Your Title]

[Your Company Name]

[Your Phone Number]