

[Date]

[Recipient Name]

[Recipient Title]

[Company Name]

[Street Address]

[City, State, Zip Code]

Dear *[Recipient Name]*,

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

As we discussed, *[Your Company Name]* specializes in *[Brief Description of Service/Product]*. I believe our solution for *[Specific Pain Point]* could significantly benefit your team by *[Specific Benefit/Result]*.

I have enclosed the *[Brochure/Case Study/Proposal]* we spoke about for your review. I would welcome the opportunity to schedule a brief call next week to answer any questions you may have and explore how we can support your upcoming goals.

Thank you for your time and for stopping by our booth. I look forward to the possibility of working together.

Best regards,

[Your Name]

[Your Title]

[Your Company Name]

[Your Phone Number]

[Your Email Address]