

[Your Name]
[Your Title]
[Your Company Name]
[Date]

[Exhibitor Contact Name]
[Exhibitor Company Name]
[Booth Number, if known]

Subject: Collaboration Opportunity at [Trade Show Name]

Dear [Exhibitor Contact Name],

I am writing to you because [Your Company Name] will also be attending the upcoming **[Trade Show Name]** in [City/Location] this [Month]. Having followed [Exhibitor Company Name]'s recent work in [Industry/Niche], I believe there is a strong synergy between our organizations.

Specifically, our team specializes in [Your Core Service/Product], and we have seen how this complements companies like yours by [Value Proposition/Benefit]. We are eager to learn more about your goals for this year and explore how a potential partnership could benefit both parties.

I would appreciate the opportunity to stop by **Booth #[Number]** for a brief 10-minute introduction, or perhaps we could schedule a specific time for a coffee meeting during the event?

Please let me know if you have any availability on [Date] or [Date]. I have also attached [Link/Brochure] for a quick overview of our current initiatives.

Looking forward to connecting in [City].

Best regards,

[Signature]
[Your Phone Number]
[Your Email Address]
[Your Website]