

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

[Recipient Name]  
[Recipient Title]  
[Recipient Company]  
[Booth Number/Location - Optional]

**Subject: Following up from [Trade Show Name]**

Dear *[Recipient Name]*,

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

Based on our discussion, it sounds like you are looking for ways to *[Pain Point or Goal]*. At *[Your Company]*, we specialize in helping organizations solve this exact challenge by *[Brief Solution Summary/Value Proposition]*.

I have attached *[Name of Case Study/Brochure/Resource]* which details how we helped a similar client achieve *[Specific Result]*. I believe a brief conversation would be beneficial to explore how we can provide similar value to your team.

Are you available for a 15-minute introductory call on *[Day]* or *[Day]* at *[Time]*?

I look forward to hearing from you.

Best regards,

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