

[Your Full Name]
[Your Phone Number]
[Your Email Address]
[Your LinkedIn Profile]

[Date]

[Hiring Manager Name]
[Company Name]
[Company Address]

Dear [Hiring Manager Name],

I am writing to express my interest in the Trade Show Manager position at [Company Name]. I was recently speaking with [Referral Name], [Referral's Title/Relationship to Company], who suggested that my background in large-scale event logistics and strategic brand activation would be an excellent fit for your team.

In my previous role at [Previous Company], I successfully managed [Number] annual trade shows, overseeing everything from booth design and vendor negotiations to lead retrieval strategies. My efforts resulted in a [Percentage]% increase in qualified booth traffic and a significant reduction in shipping and drayage costs. I pride myself on my ability to translate marketing objectives into immersive physical environments that drive ROI.

[Referral Name] mentioned that [Company Name] is looking to expand its presence at [Specific Trade Show or Industry Event]. Having managed presence at similar high-stakes shows, I am confident in my ability to streamline your onsite operations and elevate your brand visibility.

I have attached my resume for your review and would welcome the opportunity to discuss how my experience aligns with your upcoming event calendar. Thank you for your time and for the recommendation from [Referral Name].

Best regards,

[Your Signature]

[Your Printed Name]