

<today>

<company.organization>
<company.address1>
<company.city>,<company.state> <company.zip>

Dear <title>. <name.lastname>,

Thank you for visiting our booth at the <trade show.....
..name> Show.

As you saw, we have many quality products that offer outstanding merchandising and profit opportunities. Some of our new products such as < product.name(s)>, offer exciting growth potential. Others have become established in the market and have helped build the name of < your company name> as one of quality in the minds of the customer.

I hope you had the opportunity to see something of our advertising plans for the future when you visited our booth.They're exciting and offer great sales opportunities.

Enclosed are product literature, catalog pages, and wholesale prices for the coming product season. In addition, we provide an attractive discount program and frequent incentives.

I have asked our sales representative, < reps.name>, to contact you in the next few days to answer any questions that may have come to mind since your visit to our booth.

Sincerely,

<your name>