**Email Templates**

Email #1 for Exhibitors to Send to Your Email Contacts **(Send out one month prior)**

***Attention Exhibitor:*** *We made this super easy for you! We recommend you send this email* ***one month prior*** *to National Conference. Feel free to copy the recommended text below and paste it into the body of your email. We included a recommended subject line, too! Of course, adding your own flare or voice is always recommended.*

Subject: Visit Us at AAFP National Conference

At [Insert Your Organization’s Name], we are proud to exhibit at the National Conference of Family Medicine Residents and Medical Students, hosted by the American Academy of Family Physicians (AAFP).

If you’re attending National Conference, July 28–30 in Kansas City, MO, we want to see YOU!

Stop by our booth [insert booth number] in the Exhibit Hall to see everything we have to offer, including:

*{We recommend using these bullet points as quick “selling points” for how you and your organization to stand out.}*

* Are you offering any giveaways or contest drawings? (i.e., keychains, water bottles, bags, etc.)
* Discover how [Insert Your Organization’s Name] can help you…

We look forward to connecting with you in person at National Conference. Don't forget, that’s booth [Insert booth number].

Sincerely,

[Insert your organization’s name]

[Place the provided exhibitor logo below]

Email #2 for Exhibitors to Send to Your Email Contacts **(Send out 2 weeks prior)**

***Attention Exhibitor:*** *We made this super easy for you! We recommend you send out this email* ***two weeks prior*** *to National Conference. Feel free to copy the recommended text below and paste it into the body of your email. We included a recommended subject line, too! Of course, adding your own flare or voice is always a good idea.*

Subject: Only a Few Weeks Until National Conference

The two-week countdown is on, and we are getting excited to exhibit at the AAFP’s National Conference of Family Medicine Residents and Medical Students.

As a proud exhibitor of National Conference 2022, we can't wait to show you just how [Insert Organization’s Name] stands out. Visit our booth [insert booth number] inside the Exhibit Hall to learn how we can help you:

* What is something unique about your organization?
* What sets your program/organization apart from others?
* What is one of your most popular selling points for your program/organization?

If you are attending National Conference this July, we can’t wait to see *you*!

Sincerely,

[Insert your organization’s name]

[Place the exhibitor logo below]

Email #3 for Exhibitors to Send to Your Email Contacts **(Send out 2 days prior)**

***Attention Exhibitor:*** *We made this super easy for you! We recommend you send out this email* ***two days prior*** *to National Conference. Feel free to copy the recommended text below and paste it in the body of your email. We included a recommended subject line, too! Consider adding your own flare or voice as well.*

Subject: See You at National Conference

Our bags are packed and we’re ready for National Conference 2022! We know you have a lot to look forward to—us too!

Don’t forget to stop by the Exhibit Hall and visit our booth [insert booth number] to say hello.

[Use this space for any last-minute details you want to fill your audience in on. Possibly something fun you’ll feature at your booth or describe any “special” features of your booth, etc.]

Sincerely,

[Insert your organization’s name]

[Place the provided exhibitor logo below]