**Sample Email or Letter**

*Sending an email or letter to current and prospective clients is a great way to remind them about your company’s booth at AASA’s National Conference on Education in Los Angeles, as well as to share some of the products, services or technologies you will be highlighting. To get started, try this sample copy (it’s easily customizable)!*

Recommended Subject Lines:

Want to know more about [INSERT TOPIC]?

You’re invited! Join me at AASA’s National Conference on Education

Visit us at the NCE Exhibit Hall in Booth [INSERT BOOTH NUMBER]

Dear [INSERT NAME]:

AASA’s National Conference on Education is your premier destination to stay current with the research, trends and connections that help advance not only the profession, but also your individual career.

This three-day event combines peer-to-peer networking with other superintendents from across the country, world-class education from seasoned practitioners as well as game changers outside the education field, and the NCE Exhibit Hall, filled with innovation.

As an exhibitor, I encourage you to attend this event — even if you’re just curious to see what’s going on in the education market and what other school districts are up to.

**You can do all this and more at AASA’s National Conference on Education, February 14–16, 2019, in Los Angeles.**

As a school leader, you must make smart decisions across a wide scope for your entire district. Discovering the best solutions means identifying new processes and finding vendors that save money for your schools. You can visit with more than 200 companies (including us) committed to improving K–12 education. The NCE Exhibit Hall is an interactive and valuable resource that will leave you educated and energized.

We want to say hello in person. Stop by our booth [INSERT BOOTH#]. To learn more, visit www.aasa.org/nce.

Sincerely,   
[INSERT COMPANY NAME]