**Sample Email or Letter**

*Use the copy below to send personal messages to your clients and contacts to promote your involvement in the NCE Marketplace. Your outreach efforts are important, so please send this to anyone who may be interested in registering!*

Recommended Subject Lines:

* Want to know more about [INSERT TOPIC]?
* You’re invited! Join me at AASA’s National Conference on Education

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 Marketplace, 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 by attending AASA’s National Conference on Education, February 15–17, 2018, in Nashville.**

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. While in New Orleans, you can visit with more than 200 companies (including us) committed to improving K–12 education. The NCE Marketplace 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#] in the NCE Marketplace. To learn more, visit www.aasa.org/nce.

Sincerely,

[INSERT COMPANY NAME]