



PRESENTED BY:  
**AASA**  
THE SCHOOL SUPERINTENDENTS ASSOCIATION

# The Personalization ▶▶▶ of Education

February 13–15, 2020 | San Diego, CA

## 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 San Diego, 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)!*

**Subject Line:** Join [YOUR COMPANY NAME] at the National Conference on Education

Dear [INSERT NAME]:

**We would like to invite you to the most comprehensive professional development and networking event for superintendents in America: AASA'S National Conference on Education.**

The 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 and school administrators from across the country, world-class education from seasoned practitioners as well as game changers outside the public education field, and the NCE Exhibit Hall, filled with innovation.

**You can do all this and more at the National Conference on Education, February 13–15, 2020, in San Diego.**

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. We'll be at Booth XXXX answer all your questions, so plan to stop by or email [INSERT NAME] at [INSERT EMAIL ADDRESS] to schedule an appointment. To learn more, visit [www.nce.aasa.org](http://www.nce.aasa.org).

Sincerely,

[INSERT COMPANY NAME]