



Presented by:
AASA
THE SCHOOL SUPERINTENDENTS ASSOCIATION

FUTURE DRIVEN LEADERSHIP

MARCH 6-8, 2025 • NEW ORLEANS, LA

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 New Orleans, 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 CUSTOMER NAME]:

We would like to invite you to join us where superintendents gather to create a better future for students and society: AASA'S 2025 National Conference on Education.

This three-day event is where school leaders from all sizes of districts and from all over the country go to connect, attend world-class education from seasoned practitioners, and consult with innovative suppliers committed to K-12 education. And since there's no better way to make purchasing decisions for your district than to see and discuss the solution first-hand, we welcome you join us in person.

The 2025 National Conference on Education will be:

- **Forward-Thinking:** Bring new ideas home to your district inspired by thought-provoking speakers, discussions, interactive workshops, and more.
- **Adaptable:** How often do you have the chance to interact with another school leader, much less many other superintendents, to share winning strategies and best practices? This is your opportunity to connect and engage with thousands of superintendents and educators.
- **Innovative:** Discover new products and experts in the NCE Exhibit Hall. As the only national conference for school superintendents, you'll be able to shop all the latest technology, products, and services, watch live demos, and compare benefits side-by-side from 200 innovative companies (including us!).
- And most importantly, NCE is inspiring **Future Driven Leadership:** Our ultimate goal is to provide the best possible education and support to the students we serve. This year's Conference involves anticipating future trends, challenges and opportunities in education and proactively shaping strategies and initiatives to address them, for staff and students alike.

Join us in New Orleans, LA, March 6-8, 2025. [INSERT YOUR COMPANY NAME] will be demonstrating [PRODUCT/SERVICE] that will [INSERT BENEFIT OF PRODUCT/SERVICE]. 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.

Sincerely,

[NAME]

[YOUR COMPANY NAME]

Register now at nce.aasa.org