**Suggested Subject Lines:**

* Let’s meet in New Orleans
* Visit us at NSSF’s Range-Retailer Business Expo this July
* Will you be attending NSSF’s Range-Retailer Business Expo?
* Come see us at NSSF’s Range-Retailer Business Expo
* See our solution to [PROBLEM] at NSSF’s Range-Retailer Business Expo

Dear [INSERT CUSTOMER NAME]:

Please join us at the NSSF Range Retailer Business Expo, July 11-13 at the New Orleans Ernest N. Morial Convention Center in New Orleans, Louisiana.

The event will offer three days of high-quality education and networking opportunities, along with an exhibit hall full of vendors specific to shooting ranges and firearm retail businesses, including [INSERT YOUR COMPANY NAME].

At the Expo, attendees will find many networking opportunities to renew friendships and build new relationships. The trade show’s vendors will provide excellent buying opportunities, including show specials, as they showcase all the latest the industry has to offer. The Expo’s educational tracks will benefit both established firearm range and retail operators as well entrepreneurs focused on launching a new range or FFL retail shop.

All firearm retailers and range operators are invited to attend. NSSF members receive a significant discount on their registration fee. Complete information on attendee registration, hotel reservations and the Expo agenda can be found at [**https://nssf.org/expo**](https://nssf.org/expo).

We invite you to join us July 11-13 in New Orleans! [INSERT YOUR COMPANY NAME] will be demonstrating [PRODUCT/SERVICE] that will [INSERT BENEFIT OF PRODUCT/SERVICE] in booth [####]. Our experts will be on‐hand to answer all of your questions, so stop by or schedule an appointment. Contact [INSERT CONTACT NAME AND INFO].

As an exhibitor, we encourage you to attend this event — even if you're just curious to see what's new in the market and what the latest issues and trends are.

See you there!

[NAME]

[YOUR COMPANY NAME]

Register now at [nssf.org/expo](http://www.nssf.org/expo).