Dear [Sponsor's Name],

We hope this message finds you well. We would like to inform you of an important update regarding the participation deadline for the upcoming [Exhibition Name] scheduled for [Date].

The deadline for sponsorship applications has been extended to [New Deadline Date]. This extension allows more time for potential sponsors like you to participate in this exciting event.

We greatly value your support and would be thrilled to have you on board. If you have any questions or need further information, please feel free to reach out.

Thank you for your continued partnership!

Best regards,

[Your Name][Your Position][Your Organization][Contact Information]