

Mutual Support Agreement for Trade Show

Date: [Insert Date]

From: [Your Company Name]
[Your Company Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]

To: [Partner Company Name]
[Partner Company Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]

Dear [Partner's Name],

We are pleased to propose a mutual support agreement for the upcoming trade show, [Trade Show Name], taking place on [Date]. This agreement outlines our commitment to support each other's efforts to maximize our presence at the event.

Terms of Agreement:

1. **Promotion:** Both companies agree to promote each other's booths and products in their respective marketing materials before and during the trade show.
2. **Shared Resources:** We will share resources such as staffing, promotional materials, and any relevant leads or contacts gathered at the event.
3. **Post-Event Follow-up:** After the trade show, both parties agree to share insights, leads, and feedback collected during the event.

We believe that this collaboration will enhance our visibility and success at [Trade Show Name]. Please review the terms of this agreement and let us know if you have any additional suggestions or modifications.

Thank you for your continued partnership. We look forward to a successful trade show together.

Sincerely,

[Your Name]
[Your Position]
[Your Company Name]

CC: [Other Stakeholders, if applicable]