

# Dear Resellers,

We are excited to welcome you to the upcoming trade show! To ensure a successful experience for everyone, please adhere to the following guidelines:

## 1. Registration

Ensure that you register in advance and have your badge ready for the event. Badges must be worn at all times.

## 2. Booth Setup

Join us for booth setup on the specified date. Please arrive at least one hour before the official start time.

## 3. Conduct and Representation

Represent our brand positively. Be professional, informative, and approachable. Engage with attendees effectively.

## 4. Product Display

Ensure products are displayed attractively. Keep your area organized and stocked throughout the event.

## 5. Networking

Take the opportunity to network with other resellers and industry professionals. Share ideas and best practices.

## 6. Follow-Up

Post-event, please follow up with leads promptly. A timely response can result in greater business opportunities.

We appreciate your cooperation and look forward to a successful trade show!

**Best Regards,**

The [Your Company Name] Team