

# **Subject: Great Connecting at [Trade Show Name]!**

Dear [Lead's Name],

I hope this message finds you well! It was a pleasure meeting you at [Trade Show Name] on [Date]. I enjoyed our conversation about [specific topic discussed] and learning more about your company, [Lead's Company Name].

At [Your Company Name], we are excited about the opportunity to collaborate and support your needs in [specific service/product area]. As promised, I am following up to share more information about [specific products/services you discussed or additional resources].

Please find attached [brochure/presentation/case study, etc.] for your review. I believe it will give you a better insight into how we can help enhance [specific solution or benefit].

If you have any questions or would like to explore this further, feel free to reach out via email or phone at [Your Phone Number]. I would be happy to set up a time to discuss this in greater detail.

Thank you once again for your time and interest! I look forward to the possibility of working together.

Warm regards,  
[Your Name]  
[Your Title]  
[Your Company Name]  
[Your Email Address]  
[Your Phone Number]