**Exhibitor Tips and Suggested Content**

* Write an email subject line and teaser line that will get noticed and make people want to open your email. Most important rule: keep it short and sweet. Here’s an example.

Subject: The National Home Show is Back!

Teaser: Join us at the National Home April 15-24.

* Since this is your email to your subscribers, it should be written using your brand voice. As far as specifics go, start by mentioning your involvement with the Home Show, then talk to any offers/contests you may be running. If you need help, here’s an example of how to start.  
    
  The National Home Show is back and we’re happy to announce that we’re going to be a part of this year’s event, running April 15-24 at the Enercare Centre. Come visit booth 1234 to say hi.
* You may want to mention some specifics about the show, so subscribers get an idea of what the experience will be like. Again, this should be said in your own brand voice, but feel free to use the below:  
    
  The National Home Show is back and it has everything you need to transform your space, your way. From appliances and décor, to pools and barbeques, to renovators and celebrity experts. Join us at the National Home Show April 15-24 at the Enercare Centre to find everything you need for your home!