**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 Fall Home Show is Back!

Teaser: Come see us at the Enercare Centre Sept 30 – Oct 1!

* 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 Fall Home Show is back and we’re happy to announce that we’re going to be a part of this year’s event, running September 30 – Oct 2 at the Enercare Centre. Ask us for FREE tickets and 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:  
    
  Toronto’s favourite Fall Home Show returns in-person! Whether you’re revamping a semi-detached, bungalow, estate or condo, the Show is set to inspire with creative solutions to maximize space. Connect with experts for free one-on-one consultations to trouble shoot reno and decor projects and learn cooking, entertainment, and DIY tips from live demonstrations. Plus! Shop 200+ exhibitors including us!