**Exhibitor Tips and Suggested Content**

1. 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: Mark your calendars!

Teaser: Join us at the Home Show – Home Improvement Edition Feb 14-17.

2. We’ve provided email masthead images for you to leverage in your emails. They’ll help tie your brand to the event. Use them at the top of your emails.

3. 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.

4. It’s Home Show time! We’re happy to announce that we’re going to be a part of this year’s Home Show – Home Improvement Edition, running February 14-17th at the International Centre in Mississauga. Come visit booth 1234 to say hi. And don’t forget to enter our draw to win a free kitchen makeover!

5. 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 Home Show Home Improvement edition is loaded with vendors, DIY experts, and industry professionals with the know-how to help you create your space, your way – including us! No matter how big or small your project is, whether it’s a new coat of paint or it’s adding a new addition to your home, you’ll find the advice and inspiration you need to make it happen. So come say hi!