

SUBJECT LINE OPTIONS:

Will you join me this May?

COPY:

Hi [name],

I'd like to invite you to join me and the [sender's company name] team at the 2020 National Restaurant Association Show, May 16-19 in Chicago. More than 42,000 foodservice professionals come to this event to explore everything that's happening in the industry — and it's a ton of fun! Here's a little about what you can expect:

- Education sessions focused on important topics like labor retention
- Demos from celebrities, including [names when available]
- Opportunities to taste trending flavors
- Events where you can network with other industry pros
- All the latest tech, supplies, and equipment

Also, [sender's company name] will be [something about what the company will showcase, present, etc., at the Show] — come see us at [booth number]!

You can learn more about what's in store for this year and register on the Show's [website](#). I'm also happy to talk about it with you, so please don't hesitate to reach out. I look forward to seeing you in Chicago!

Best,  
[name]