**NSA Annual 2021 Marketing Tool Kit email template**

The following copy has been drafted for NSA 2021 exhibitors to use as a template and/or guide

to create an invitation to law enforcement attendee prospects.

We have highlighted areas that each exhibitor can customize to your company

and create even more compelling messages to drive traffic to your booth in 2021.

Company Name invites you to attend the biggest reunion of

Law Enforcement professionals in two years!

**Please register and plan to attend:**

 **NSA Annual Education & Technology Expo**

 June 22-24, 2021

 Phoenix, Arizona

Finally, the return to physical face-to-face events will happen this year in June!

We are excited to see you in Phoenix and demonstrate our new solutions.

This show is strategically timed, located and planned to offer maximum value to Sheriffs and many other law enforcement titles.

You’ll find hundreds of new products, best practices, trending industry data and amazing networking this June.

Let’s plan on meeting at our Company Name Booth #

We are excited to introduce you to these products:

 New Product Name

 New Product Name

 New Product Name

[**Register Here**](https://nsaannual2021.voicehive.com/v2/page/WelcomePage) **Today!**

We’re happy to talk with you soon and even more excited to schedule a VIP meeting in June.

Please call us at (xxx) yyy-zzzz for information and special deals we will be offering at the NSA 2021 Annual Education and Technology Trade Show

Sincerely,

Name