*Fill in the highlighted information below, copy and paste, and use this to communicate why you or someone from your team should attend CEDIA Expo.*

Hi DECISION MAKER,

It would be beneficial for COMPANY to be at CEDIA Expo, September 1-3, 2021, at the Indiana Convention Center in Indianapolis, Indiana. For years, CEDIA Expo has hosted vendors with products in various residential technology categories, including audio/video equipment, home theater, networking, video, security, home automation and YOUR PRODUCT CATEGORIES. CEDIA Expo is the leading event in residential technology and is prepared to get us back to business safely. Their [Health and Safety Plan](https://cediaexpo.com/hotel-travel/health-and-safety/) shows their commitment to providing a safe environment for the annual residential technology reunion.

As we continue to move our business forward, CEDIA Expo is the perfect opportunity to get back to business through networking, product education and inspiration. Plus, this show is where thousands of attendees like our company and more go to see the latest products in our market with over 70% of exhibitors launching products exclusively at CEDIA Expo.

**I would like your approval to attend CEDIA Expo.**

Here’s what a few attendees are looking forward to at CEDIA Expo 2021. –

* “I need to see new products in person in order to be authentic with my customers. I need to be able to say, "I saw this product, it's the best option, you should get it." I can't just go off of spec sheets with people. I need to see it. Also networking with people that work for the manufacturer really helps when we have support needs down the road. Those relationships matter, and events like this are where they're made.” – Donald Boutwell, Media Systems, Inc.
* “Getting caught up on latest products. It hurts my business by not being fully informed and being able to witness the products working in person.” – Don Calley, Image Sound & Control
* “It’s the super bowl of all things Audio/Video, including Smart Home Automation. In recent years it has also encompassed Networks, Surveillance Systems, and Consumer Electronic Technologies.” – Ernie Sapper, ENS Techsolutions

I plan on attending EDUCATION AND EVENT(S) and returning with actionable insight on how we can improve sales and get more customers.

If I register now, instead of on-site, I will save up to $200 on an expo only hall pass. You can learn more about the event at [www.cediaexpo.com](http://www.cediaexpo.com/).

Thank you for your consideration and I look forward to talking more about how CEDIA Expo can help us provide on-trend, high margin, and cost-effective products for our customers.

Sincerely,

NAME