

## Mid Am Exhibitor Email

Subject: Join us at Mid Am – the one green industry show that has it all

Hi [NAME],

While January in the Midwest usually means cold, ice and snow, it's also a great time to be thinking green. Because that's when we'll be exhibiting at the Mid Am Horticultural Trade Show – January 18-20, 2012 at Navy Pier in Chicago.

Mid Am is the only show that brings the entire green industry together under one roof. In fact, the [COMPANY NAME] booth (No. XXXX) is one of more than 300 covering 57,000 sq. ft., giving you the opportunity to check out products and professional services, see demos and talk to reps from every part of the industry.

But Mid Am is about more than products. It also has outstanding education tracks for crews and business owners (including an entire Latino track in Spanish) as well as several networking events that will allow you to connect with old friends and make new ones.

Please make plans to join us at Mid Am at Navy Pier in January. For more information or to register, go to [www.midam.org](http://www.midam.org). Looking forward to seeing you there!

Sincerely,

[NAME, TITLE]