**HPBEXPO 2022 PROMOTIONAL TOOLKIT: EMAIL INVITATION**

**Instructions:**

1. Open a new email message with the HTML function enabled.
2. Click on the graphic header below and “copy”. Open email message, then “paste” the image into the email.
3. After you have placed the image into the email, “copy” body of the email below then “paste” the text into the email.
4. Double check your booth number against the [floor plan](https://s23.a2zinc.net/clients/HPBA/HPBExpo2022/Public/eventmap.aspx?shmode=E&thumbnail=1).
5. Each email system may import the images and text in different ways, changing the characteristic and look of the invitation. You may want to make edits within your email program to the text to create the look of the invitation as you see it below.
6. Edit copy into the suggested fields and send to the selected recipients in your contact list. Be sure to proof thoroughly.



<Insert Customer Name>,

It’s time to reconnect – in person. I want to extend a personal invitation to join me at HPBExpo in Atlanta, March 2-5, 2022. As North America’s largest indoor-outdoor lifestyle showcase, there’s no better place to reunite with our resilient and growing community than at the industry’s premier event

As with every year, you expect three days of:

* Networking opportunities with industry veterans, new businesses and top buyers
* Interactive product demonstrations
* Access to the industry’s latest innovation in multi-functional furniture, barbecue technology, and hearth and patio-heating equipment in the exhibit hall and New Product Showcase
* And more!

<Insert company name> will be located at Booth # XXXX and will be launching new products like <product>, <product>, and <product>. We look forward to seeing you at HPBExpo 2022! To register or find more information, visit [www.HPBExpo.com](http://www.HPBExpo.com).

**HPBExpo 2022**

**Education: March 2-4, 2022**

**Exhibition: March 3-5, 2022**

**Georgia World Congress Center | Atlanta, GA**

**See you in Atlanta!**

**<insert your name/company name>**

**Visit** [**http://www.HPBExpo.com**](http://www.hpbexpo.com/) **to register and for additional information.**