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| **ISPA EXPO Promotional Copy for Exhibitors: Flyer, email, social media posts**  **Audiences: Exhibitors to share with their customers** |

**Flyer**

**Headline:**

It’s finally time…

**Subhead:**

To connect, in-person, with the people, products, ideas and opportunities that set the pace for the mattress industry’s future.

Join us this March at ISPA EXPO! **We’re one of 180 exhibitors ready to showcase our latest products and services.**

* Ignite your senses through hands-on product demonstrations
* Explore the next generation of components, equipment and services
* Gain new perspectives on what’s possible in the industry
* Conduct business in a collaborative environment
* Be inspired by keynote speakers who will challenge you to think differently.
* And much more!

ISPA EXPO is the only trade show in the world dedicated exclusively to the mattress industry — you can’t afford to miss this one-of-a-kind event.

**Register today and be sure to stop by our booth!**

ISPAEXPO.com

#ISPAEXPO

**Social Media Copy**

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| **Facebook/LinkedIn Messages** | **Graphic copy** |
| Ready to experience the sights and sounds of the mattress industry? Then register for ISPA EXPO today!  We’ll be at booth [ ].  #ISPAEXPO. [www.ISPAEXPO.com](http://www.ISPAEXPO.com) | We’re exhibiting at ISPA EXPO! Join us and   * Build new connections * Explore the next generation of components, equipment and services * Rewrite the future of your business.   We’ll be at booth [ ].  #ISPAEXPO. [www.ISPAEXPO.com](http://www.ISPAEXPO.com) |
| We’re exhibiting! Come build your business and see what’s possible at ISPA EXPO!  Register today.  #ISPAEXPO. [www.ISPAEXPO.com](http://www.ISPAEXPO.com)  - | **Network like you mean it at ISPA EXPO!**   * ISPA Women’s Network Reception * Young Professionals Happy Hour * ISPA EXPO Welcome Reception * Happy Hour in the Exhibit Hall   We’ll be at booth [ ]. |
| Registration is open for ISPA EXPO!  We’ll be there, will you?  #ISPAEXPO. [www.ISPAEXPO.com](http://www.ISPAEXPO.com) | **We’re exhibiting!**  We can’t wait to connect, in person, with the people, products, ideas and opportunities that set the pace for the mattress industry’s future.  Visit us at booth [ ]. |
| The world’s largest trade show dedicated to the sleep products and mattress industry is coming to Orlando, and we’re exhibiting.  Register today!  #ISPAEXPO. [www.ISPAEXPO.com](http://www.ISPAEXPO.com) | A walk through ISPA EXPO will inspire you.   * Build new business partnerships * Explore the next generation of components, equipment and services, and more.   Visit us at booth [ ]. |

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| **Twitter Messages** | **Graphic** |
| We're exhibiting at #ISPAEXPO. Join us to experience the sights and sounds of the #sleepproducts and #mattress industry. Register today! [www.ISPAEXPO.com](http://www.ISPAEXPO.com). @visitOrlando  Visit us at booth [ ]. | Twitter Banner w/show date and location, website address and #ISPAEXPO |
| In-person networking is back—so come build your business and see what’s possible in the #sleepproducts and #mattress industry at #ISPA EXPO! @visitOrlando  Register today.  [www.ISPAEXPO.com](http://www.ISPAEXPO.com)  Visit us at booth [ ]. | Twitter Banner w/show date and location, website address and #ISPAEXPO |
| The world’s largest trade show dedicated to the #sleep products and #mattress industry is coming to @visitOrlando, and we’re exhibiting.  Register today!  #ISPAEXPO. [www.ISPAEXPO.com](http://www.ISPAEXPO.com)  Visit us at booth [ ]. | Twitter Banner w/show date and location, website address and #ISPAEXPO |
| Rewrite the future of your business for years to come at #ISPAEXPO, the world’s largest trade show dedicated to the #sleep products and #mattress industry.  Register today! [www.ISPAEXPO.com](http://www.ISPAEXPO.com)  @visitOrlando  Visit us at booth [ ]. | Twitter Banner w/show date and location, website address and #ISPAEXPO |

**Customer Invitation Email**

**Subject line: You’re invited: Connect with us at ISPA EXPO!**

Dear [First Name]:

On behalf of [organization name], I’m inviting you to join us at **ISPA EXPO** and connect with the people, products, ideas and opportunities that set the pace for the mattress industry’s future.

This high-energy, interactive event allows you to experience the sights and sounds of the industry like never before.

* Ignite your senses through hands-on product demonstrations
* Explore the next generation of components, equipment and services
* Gain new perspectives on what’s possible in the industry
* Conduct business in a collaborative environment
* Build connections in the exhibit hall and at networking events
* Be inspired by keynote speakers who will challenge you to think differently
* And much more!

The show is coming up fast: March 8-10, 2022, Orlando, FL. To take full advantage of the networking and learning opportunities, register today at [www.ISPAEXPO.com](http://www.ISPAEXPO.com).

And don’t forget to stop by and visit us at booth [ ], where we will showcase [ ].

We will see you in Orlando!

**Customer Invitation Email-Less formal**

**Subject line:** You’re invited: Visit us at ISPA EXPO in Orlando!

Dear [First Name]:

This March, mattress industry professionals are FINALLY getting back together, in-person, at ISPA EXPO to find out what’s ahead.

**We’ll be at booth [ ] showcasing [ ] and we can’t wait to meet you!**

ISPA EXPO is the world’s largest trade show dedicated to the sleep products industry. It’s also the best place to conduct business and to connect with the people, products, ideas and opportunities that set the pace for the mattress industry’s future.

*The bottom line: You can’t afford to miss it.*

We guarantee that you’ll experience the sights and sounds of the industry like never before.

* Hands-on product demonstrations
* The next generation of components, equipment and services
* New perspectives on what’s possible in the industry
* Inspiring keynote speakers
* Non-stop networking
* And much more!

The show is coming up fast: March 8-10, 2022, Orlando, FL, so register soon at [www.ISPAEXPO.com](http://www.ISPAEXPO.com). Then, print new business cards, dust off your walking shoes and get ready for an event that will rewrite your future business for years to come.

Remember, we’ll be in booth [ ], so be sure to stop by!