

**Subject:** Be Our Guest at FRI

**Headline:** ABC Company is Exhibiting at FRI 2018

**[customizable exhibitor/affiliate text]**

ABC Company invites you to attend the 2018 Fire-Rescue International (FRI) Conference, August 8-11 in Dallas. FRI is the IAFC's premier event, providing fire and emergency services leaders with unbeatable education and networking.

[ABC Company] is excited to be among the group of industry leaders exhibiting at the FRI Expo. We invite you to attend and to visit our booth [#x] to learn more about the innovative products and services we provide.

Register now to get your free FRI Expo passes, courtesy of ABC Company. This complimentary pass includes:

- Three-day admission to the expo
- Face-to-face time with industry colleagues
- Access to hands-on exhibits and demos on the show floor Don't miss out on this incredible opportunity.

Looking forward to seeing you there!

Sincerely,

ABC Company