



Trade Show Follow-Up Email Templates

8 ready-to-use email templates for trade show exhibitors — plus the system that automates

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The Trade Show Follow-Up Problem

Every week, thousands of exhibitors walk out of trade shows with a stack of business cards and a head full of good intentions. By Tuesday, the cards are in a drawer. By Friday, the conversations are forgotten.

The average exhibitor collects 80-120 leads per show. Less than 20% get any follow-up.

80% of trade show leads never receive meaningful follow-up

24-48 hrs optimal window for first follow-up

35% higher reply rate when email references specifics

3-5 touches needed to convert a trade show lead

Why this happens

Your team is exhausted after 8 hours on the show floor. Nobody does it. The leads go cold. The ROI vanishes.

Enter Exporb: Follow-Ups Drafted at the Booth

Exporb is the AI-powered CRM built for this exact problem.

How it works

- 1 Scan a business card — AI OCR extracts name, company, title in 2 seconds
- 2 Record a 15-second voice note about the conversation
- 3 Exporb drafts a personalized follow-up email using the conversation context
- 4 You review and hit send. Done. Before you leave the exhibit hall.

The 3-tier follow-up system

- Hot leads** Live demo requested, pricing discussed. Send within 2 hours.
- Warm leads** Good conversation, no explicit next step. Send within 24 hours with value.
- Cold leads** Brief badge scan. Send within 48 hours. Low pressure, high value.

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The Same-Day Recap

When to use this template

Hot lead. You discussed a demo, pricing, or specific pain points. Send within 2 hours of the conversation.

Subject line

Great meeting you at [Show Name] — quick recap inside

Email body

Hi [Name],

Great meeting you at [Show Name] today. I wanted to send a quick recap while everything is fresh.

You mentioned [specific pain point they shared]. That's something we hear a lot — and exactly what we built Exporb to solve.

What I promised to send:

- [Resource / answer / link]
- A link to grab time for a deeper walkthrough: exporb.com/demo

No pressure. Just wanted to get this in your hands.

Best,

[Your Name]

Make it yours

Reference ONE specific thing they said. Not 'great chatting' — show you actually listened. If they mentioned a number, use it. 'You said your team loses 40% of leads after each show' lands harder than 'great conversation.'

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The Demo Follow-Up

When to use this template

You did a live demo at the booth. They were interested but didn't commit to next steps.

Subject line

Your Exporb demo + next steps for [Company]

Email body

Hi [Name],

Thanks for stopping by the Exporb booth at [Show Name]. It was great showing you how we turn trade show conversations into sales.

Based on what you shared about [pain point], I think [specific feature] is exactly what your team needs. Here's why: [one sentence]

Two options:

- Grab time next week: [calendar link]
- Try it yourself first: exporb.com/signup (free, no credit card)

Talk soon,

[Your Name]

Make it yours

Mention the exact feature they saw during the demo. 'The offline voice notes feature' or 'the AI lead scoring dashboard' is more concrete than 'our platform.'

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The Value-Add Nurture

When to use this template

Warm lead. Good conversation, no demo. Give them something genuinely useful to build trust.

Subject line

Thought you'd find this useful: [Resource name]

Email body

Hi [Name],

Great meeting you at [Show Name]. When you mentioned [topic / challenge], it reminded me of [article / case study / report] that

Here it is: [link]

One stat that might surprise you: [specific data point from the resource].

No pitch. Just thought it'd be useful as you think through [their challenge].

Best,

[Your Name]

Make it yours

Send something genuinely useful — your best blog post, a CEIR industry report, a case study from a similar company. Not a product one-pager. You're building credibility, not pushing a demo.

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The LinkedIn Bridge

When to use this template

Brief conversation. Not ready for a demo pitch. Warm them socially first.

Subject line

[Show Name] follow-up — connecting on LinkedIn

Email body

Hi [Name],

We briefly met at [Show Name] — I was the one asking about [topic you discussed].

Just sent you a LinkedIn request. I share a lot about trade show lead capture and what we're learning from working with [X] exhib

If you're ever curious about how Exporb approaches [related problem], happy to chat.

Cheers,

[Your Name]

Make it yours

Send the LinkedIn request FIRST, then this email. If they accept, you're in their feed. If they don't, the email still works as a soft touch. Don't pitch in this email — connect first.

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The Problem-First Email

When to use this template

They described a specific pain point in detail. Lead with their problem, not your product.

Subject line

Question about [their challenge] from [Show Name]

Email body

Hi [Name],

I keep thinking about something you said at [Show Name]: "[their exact words about the problem]"

This is the pattern we see over and over with trade show teams:

1. [Symptom 1 — e.g., cards pile up, nobody enters them]
2. [Symptom 2 — e.g., follow-ups are generic because context is lost]
3. [Root cause — e.g., capture and CRM are disconnected]

We built Exporb to close this gap. Instead of [old way], your team [new way]. Takes 30 seconds at the booth.

Want to see it in action for [their specific use case]? I'll keep it to 10 minutes.

[Your Name]

Make it yours

Use THEIR words. If they said 'it's a black box,' write 'it's a black box.' Don't translate into corporate speak. Verbatim quoting shows you were actually listening.

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The Case Study Drop

When to use this template

Warm lead from a mid-size company. Social proof is your strongest tool.

Subject line

How [similar company] handles trade show follow-ups

Email body

Hi [Name],

After our chat at [Show Name], I thought you'd find this interesting.

One of our customers — a [industry/size] company — was dealing with the same challenge: [their problem]. They were losing tra

After switching to Exporb:

- Follow-up time: 7 days → same day
- Lead-to-opportunity conversion: up [X]%
- Founder got full visibility into booth conversations for the first time

Happy to share the full breakdown if you're curious.

[Your Name]

Make it yours

If you have real numbers, use them. If not, describe outcomes concretely: 'Went from a shoebox of business cards to a structured CRM pipeline in one show.'

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The Cold Re-Engagement

When to use this template

Brief badge scan, no real conversation. Send 3-5 days after the show. Keep it light.

Subject line

Still thinking about [topic] from [Show Name]?

Email body

Hi [Name],

We briefly crossed paths at [Show Name] last week. I know the post-show inbox is intense — still sorting through mine.

In case it's useful: we put together a [guide / checklist / template] for [relevant topic]. Covers [3 quick bullet points of what's inside]

Here's the link: [URL]

No pitch. Just thought it might help as you work through your post-show list.

[Your Name]

Make it yours

This is your lowest-converting email. The goal isn't a reply — it's a click. If they download the resource, you've re-engaged. If not, archive. Don't send 4 follow-ups to someone who scanned a badge.

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The Calendar Close

When to use this template

Hot/warm lead who's gone quiet after 2+ touches. Direct, no fluff. Final attempt.

Subject line

Quick chat this week? Exporb + [Company]

Email body

Hi [Name],

Following up one last time on our conversation at [Show Name].

If [problem they mentioned] is still on your radar, I've got 15 minutes this Thursday or Friday. Here's my calendar: [link]

If the timing isn't right, totally fine. I'll check back before [next relevant show or end of quarter].

[Your Name]

Make it yours

This is the closing email. If they don't reply, move them to a quarterly nurture sequence. Don't become the person who sends 7 follow-ups. Respect the silence and circle back later.

Templates Are the Starting Point. Exporb Is the System.

You can copy-paste these templates. But here's what actually happens:

Day 1 after the show

You're exhausted. You have 87 business cards. You open Gmail. You close Gmail. "I'll do it tomorrow."

Day 3

You draft 12 emails. They all sound the same. You can't remember who said what. You give up.

Day 7

The leads are cold. You send a generic blast. 2% open rate. \$5,000 booth. \$0 pipeline.

With Exporb

- At the booth: Scan card → record 15-sec voice note → Exporb drafts the email → you hit send. 30 seconds.
- Back at the hotel: Open the app. See who your team talked to. Read the AI summaries. Know exactly which conversations matter.
- Day 1 after the show: Follow-ups already sent. Pipeline already building. You're working the hot leads while competitors are still typing "nice to meet you."

What you get with Exporb

- AI business card OCR — scan any card in 2 seconds, works offline
- Voice notes with AI transcription — record what was discussed, AI structures it
- 10 built-in email templates — pick one, AI fills in the conversation context
- AI lead scoring — automatically knows which leads are hot, warm, or cold
- Team dashboard — see who talked to whom, in real time
- CRM export — push to HubSpot, Salesforce, or download CSV
- Free plan — 10 AI credits/month, no credit card, no time limit



Stop typing follow-ups manually. Let Exporb draft them at the booth.

Exporb captures leads at your booth and auto-drafts follow-ups using real conversation context — before you even leave the booth.

[Try Exporb Free →](#)

No credit card required

10 free AI credits · exporb.com