**Please note, this is only a guideline and should be adapted to suit your audience or business.**

**Subject line:**  
**Dementia, Care & Nursing Home Expo is going virtual and you’re invited**

Hello <<name>>,

<<You Company Name>> is extremely excited to announce that we are exhibiting at Dementia, Care & Nursing Home Expo Virtual. That’s right virtual! Taking place on the 9th & 10th March 2021, Dementia, Care & Nursing Home Expo Virtual is bringing the same great content, networking opportunities and industry insights direct to you wherever you may be!

We are hosting a virtual exhibitor booth and we’d really love to connect with you there! Virtually stop by and chat to a member of our team or arrange a video call to discuss your business needs in more detail.

* **Virtually meet our team of experts** and discuss how our innovative solutions can help you overcome challenges to take your business to the next level
* Immerse yourself in **keynote and** **virtual seminars** presented by a host of industry experts **(include your speaker if applicable)**
* **Network with industry peers** using our virtual platform you can engage with like-minded peers via chat or video calls.

At the show, we will be… **(this is a great opportunity to highlight any products/services that you will be bringing or launching, or what will be on offer at your stand)**

This is a fantastic opportunity to find all the products, technologies, strategies and advancements to help you excel in your sector!

Join us for an unmissable event and REGISTER FREE today!

<<your sign-off>>