

Dear \_\_\_\_\_

I want to attend the 2017 SEMA Show in Las Vegas to help build our business. My goal for the week is to see the latest industry trends and products, participate in seminars relevant to our business and interact with professionals from all segments of the market.

I will be able to see and compare new products (**at the New Products Showcase, on the Show floor, through exhibitor product demonstrations**) and meet with top manufacturers in our market. At the SEMA Show's (**council and network receptions, New Products Breakfast, Cars & Coffee, SEMA Edition**) I will interact with professionals and learn what opportunities and challenges exist for companies across the entire industry.

I will witness trends take shape, and see vehicles and product upgrades put to the test through the (**Ford Out Front, GM Proving Grounds, Continental Tire Experience, Powered by BMW**). I will witness what fuels the imaginations of enthusiasts and apply that knowledge to my day-to-day job responsibilities.

The Show is designed to provide me with as many opportunities as possible to see and learn the latest, which means I can take part in Friday's (**Education Sessions, SEMA Battle of the Builders finalists' announcements, SEMA Ignited**). With more to do on Friday at the SEMA Show, I can ensure that my trip will introduce me to the heart industry in action, and the professional tips and insight that I can take away will help me personally and our business as a whole.

I am writing you now because attendee registration ([www.semashow.com/register](http://www.semashow.com/register)) for the Show is \$40 before October 13. Registering for the Show prior to the deadline means that I can have the credentials mailed directly to the company. I can also make reservations for hotels offered through the Show's official housing ([www.semashow.com/travel](http://www.semashow.com/travel)) provider, meaning we can secure a guaranteed low rate now and not have to worry about booking, change or cancelation fees.

If you want to know more about the Show ask me, or visit [www.SEMAShow.com](http://www.SEMAShow.com) for yourself.