



Client: Chill-O-Matic
Project Name: Half off Trade Show Admission
Project Type: E-mail offer

E-mail subject line: 1/2 off admission to the Restaurateur Conference & Trade Show

**CLICK BELOW for ½ off admission to the Restaurateur Conference & Trade Show
January 3-6, 2015 at the Convention Center**

Dear Independent Restaurant Owner:

You are a busy professional and your restaurant is your life. You know you need to keep current with industry trends to remain competitive. You want to attend the Restaurateur Conference & Trade Show, but you worry about personal time and expenses. Let us help...

CLICK BELOW for ½ off admission

Attend the show and explore ideas and trends that can help your restaurant compete with the big chains. While at the show, stop by our booth (#110) for an introduction to our new LBR ("Light, Bright & Reliable") Cooler:

- mobility of rollers ensures flexibility as kitchen needs change;
- it comes in nine standard sizes as opposed to the 3 or 4 standard sizes of competitors; and
- it's 28.2% cheaper than competitors*

Click below for ½ off of the Restaurateur Conference & Trade Show admission ticket. (That's a \$50 savings!) We look forward to seeing you at the show!

CLICK HERE for ½ off admission

Jane Akinson
Marketing Director
Chill-o-Matic, Inc.

* based on a study commissioned by LR Brown & Associates, a market research firm.

BACKGROUND: Chill-o-Matic manufacturers freezers, coolers and other related equipment for a variety of B2B customers including hotels, senior living facilities, hospitals and restaurants. Help promote the company's new line of "LBR" coolers. (LBR stands for Light, Bright and Reliable.) The target market is independent restaurant owners.

ASSIGNMENT: The client wants me to write a 200-word e-mail inviting independent restaurant owners to attend the show and visit their exhibit. The OFFER will be a half-priced ticket to the show. To get that ticket, the restaurant owner will need to click the link in the email, which takes them to a special landing page.

This project was created as part of a professional development program, *B2B Companion Series*, with AWAI (American Writers & Artists Inc.)



- Your subject line, and message headline, are excellent. Very motivating and benefit-focused.
- You do a fine job of encouraging prospects to attend the show.
- Effective and inviting call to action.
- Overall, this is VERY good copy, Linda. Well done.

- Steve Slaunwhite, marketing expert, award-winning copywriter, and bestselling author