

From Leads to Customers

Best practices for post-event follow-up

Freeman¹

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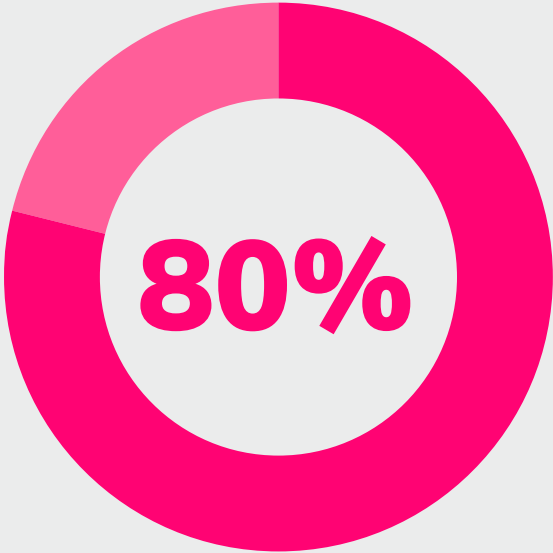


Why post-event nurture matters

The event may be over, but the real work is just beginning. While exhibitors often focus heavily on pre-event outreach and booth engagement, post-event lead nurturing is what ultimately turns casual conversations into lasting customer relationships.

Research from IRC Sales Solutions shows that only [2% of sales](#) are made during the first point of contact, and according to Invesp, [80% of new leads](#) never convert into sales. Exhibitors who fail to connect post-show leave enormous opportunity on the table.

Use these tips from our experts — along with a set of **ready-to-use follow-up email templates** — to re-engage your leads with confidence.



of marketing leads never convert
due to lack of follow-up



From Leads to Customers

Keep the conversation going

Relationships, not transactions

Post-event emails keep the conversation alive well beyond the booth. They help you move from a one-time encounter to an ongoing dialogue, building trust and rapport and setting the stage for long-term partnerships.

Sales support that drives momentum

Don't just pass leads along to sales and hope for the best – nurture them first. By providing context, resources, and touch points, you're equipping your sales team with warmer, more engaged prospects who are far more likely to convert into customers.

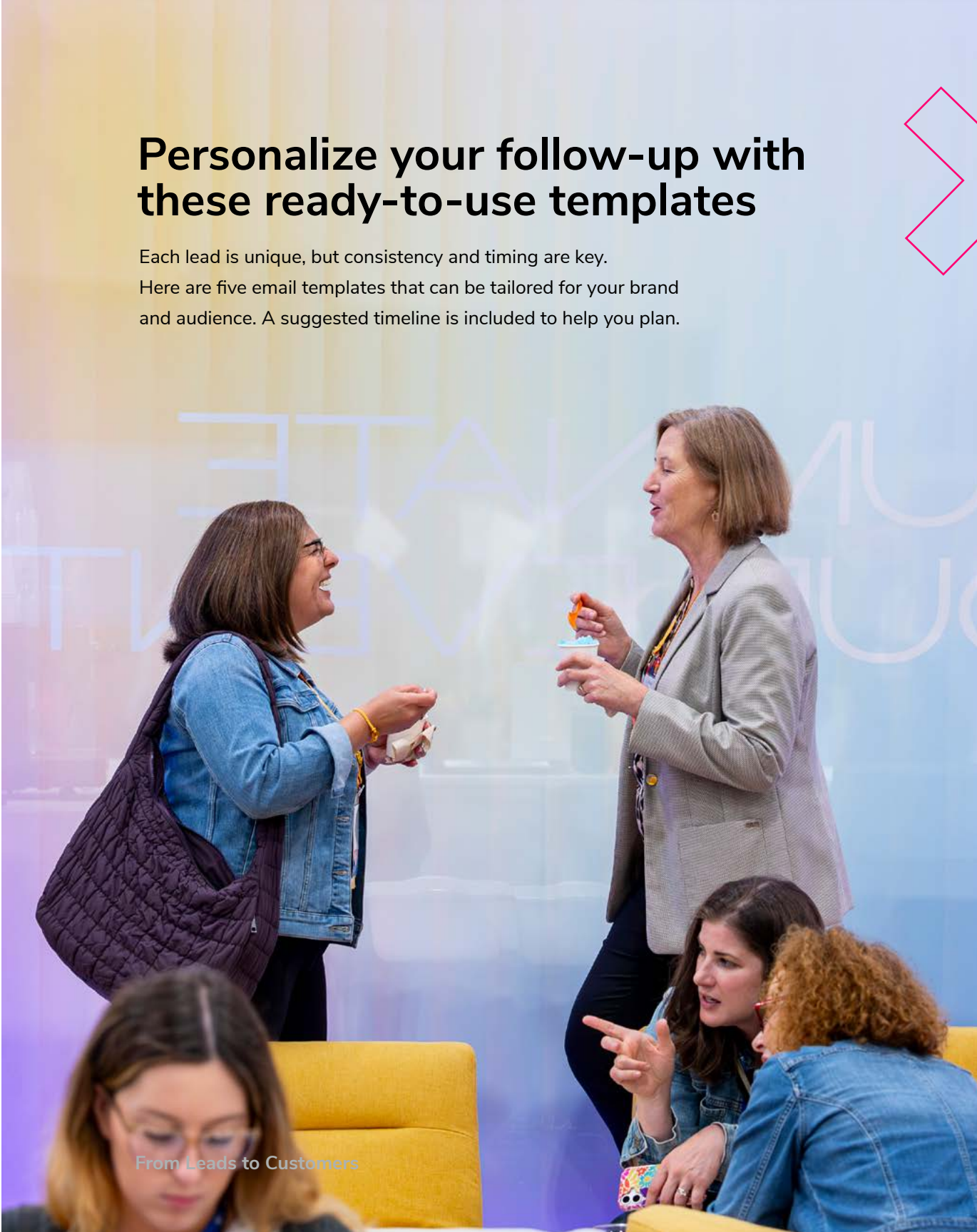
Consistency pays off

Following up once isn't enough. Exhibitors who send at least one well-timed follow-up email see reply rates [jump to 13%, compared to only 9%](#) when relying on a single message according to Woodpecker. Every additional touch point increases recognition, credibility, and the chance to win business.

Here are five email templates that can be tailored for your brand and audience. A suggested timeline is included to help you plan.

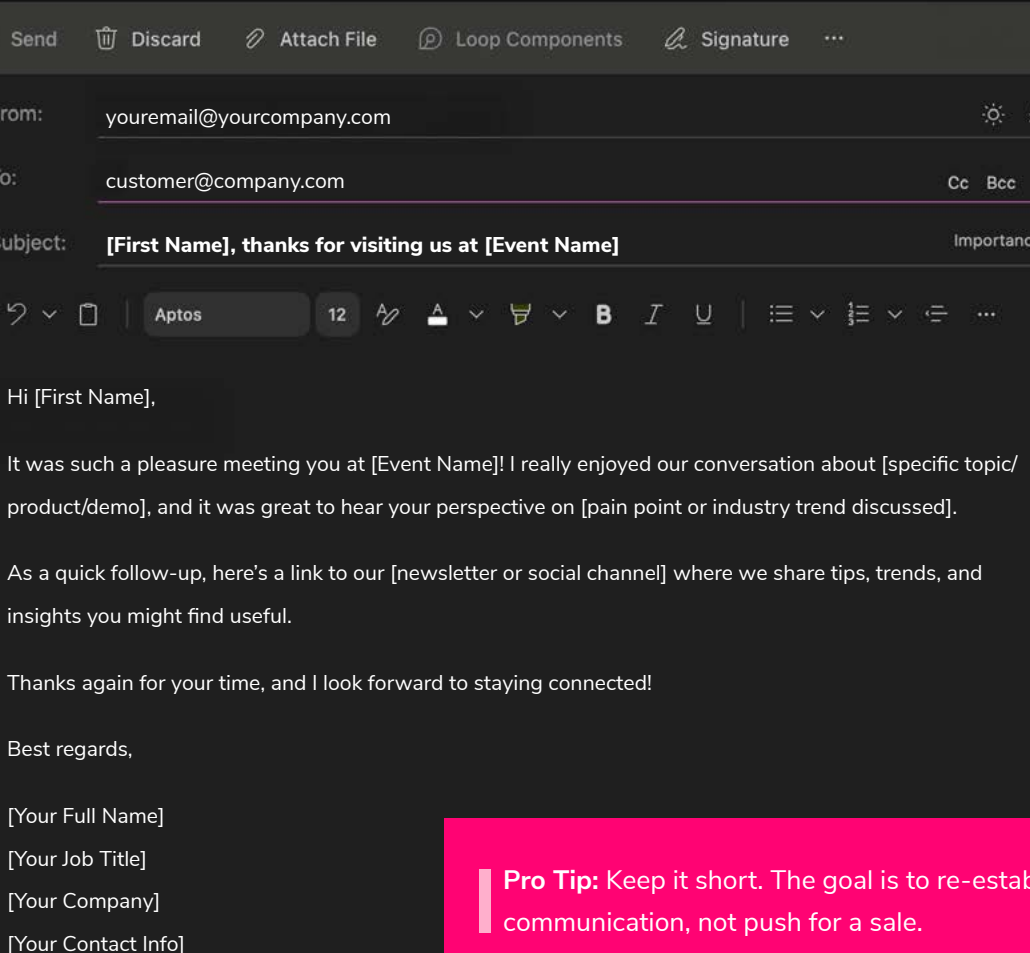
Personalize your follow-up with these ready-to-use templates

Each lead is unique, but consistency and timing are key. Here are five email templates that can be tailored for your brand and audience. A suggested timeline is included to help you plan.



From Leads to Customers

Timing: 24–48 hours after the event



From: youremail@yourcompany.com

To: customer@company.com

Subject: [First Name], thanks for visiting us at [Event Name]

Hi [First Name],

It was such a pleasure meeting you at [Event Name]! I really enjoyed our conversation about [specific topic/product/demo], and it was great to hear your perspective on [pain point or industry trend discussed].

As a quick follow-up, here's a link to our [newsletter or social channel] where we share tips, trends, and insights you might find useful.

Thanks again for your time, and I look forward to staying connected!

Best regards,

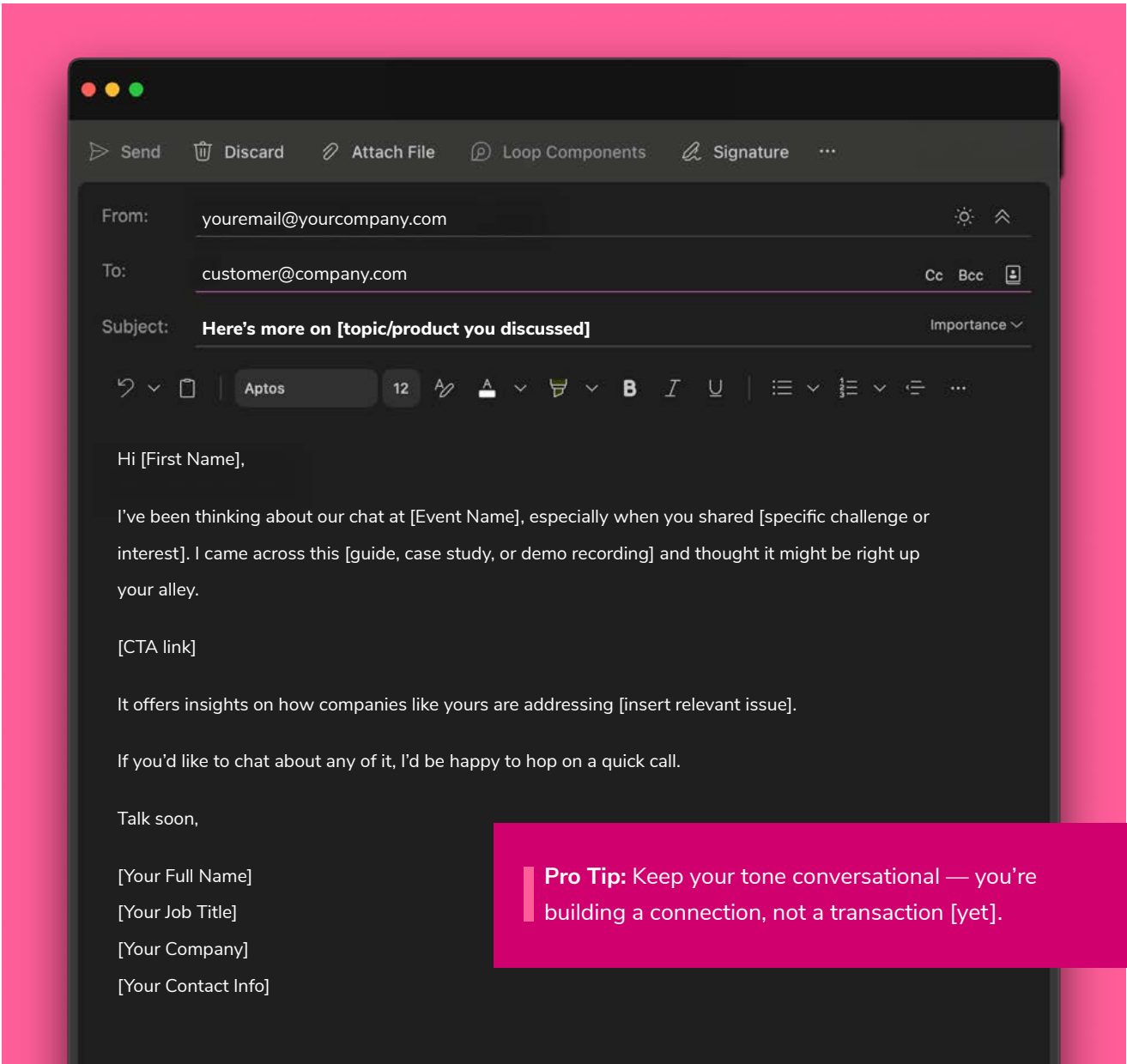
[Your Full Name]
[Your Job Title]
[Your Company]
[Your Contact Info]

Pro Tip: Keep it short. The goal is to re-establish communication, not push for a sale.

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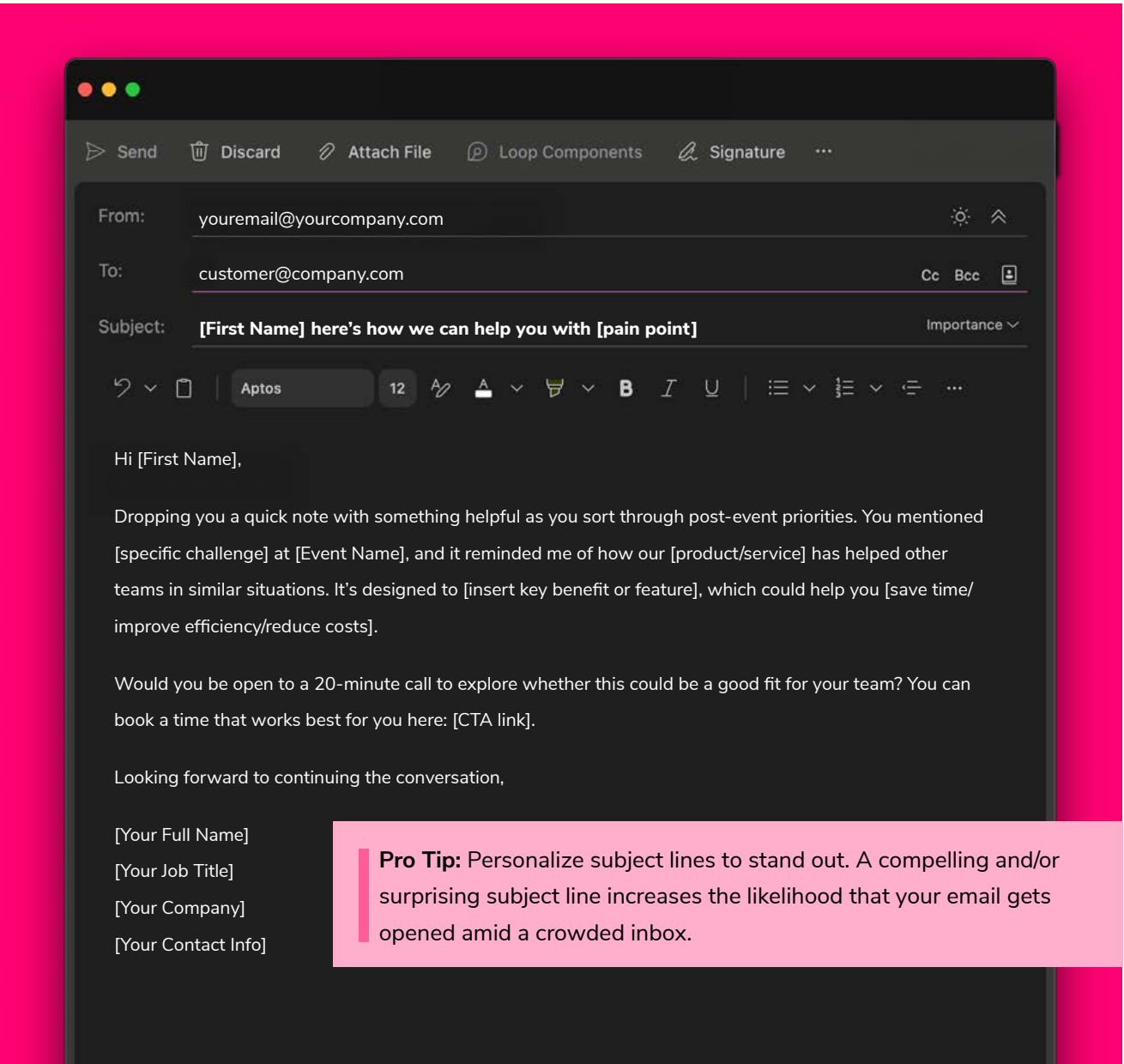
Email 2: Follow-Up / Content Share

Timing: ~5 days after first email (~7 days after event)



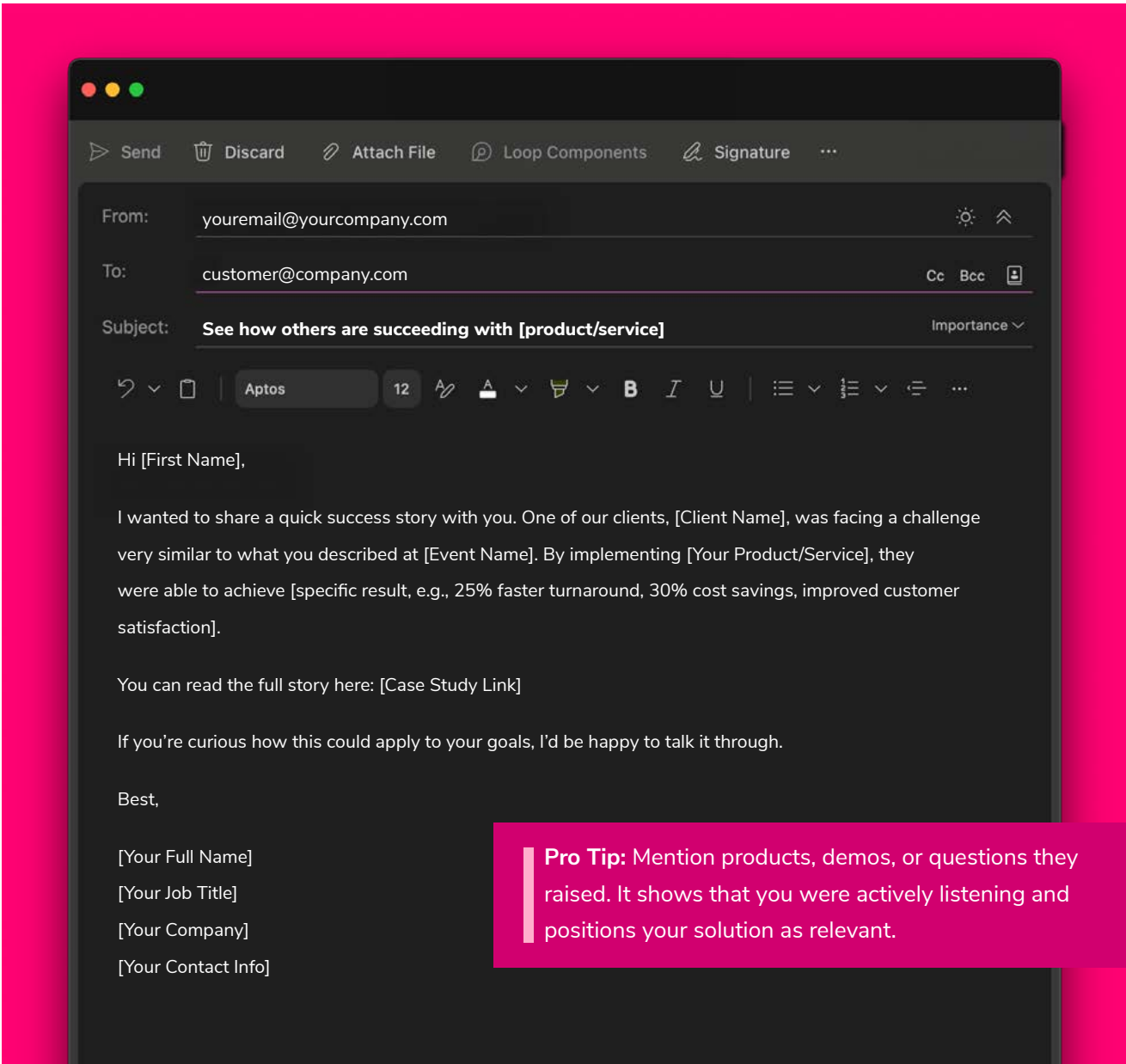
Email 3: Product/Service Reminder

Timing: ~7 days after second email (~14 days after event)



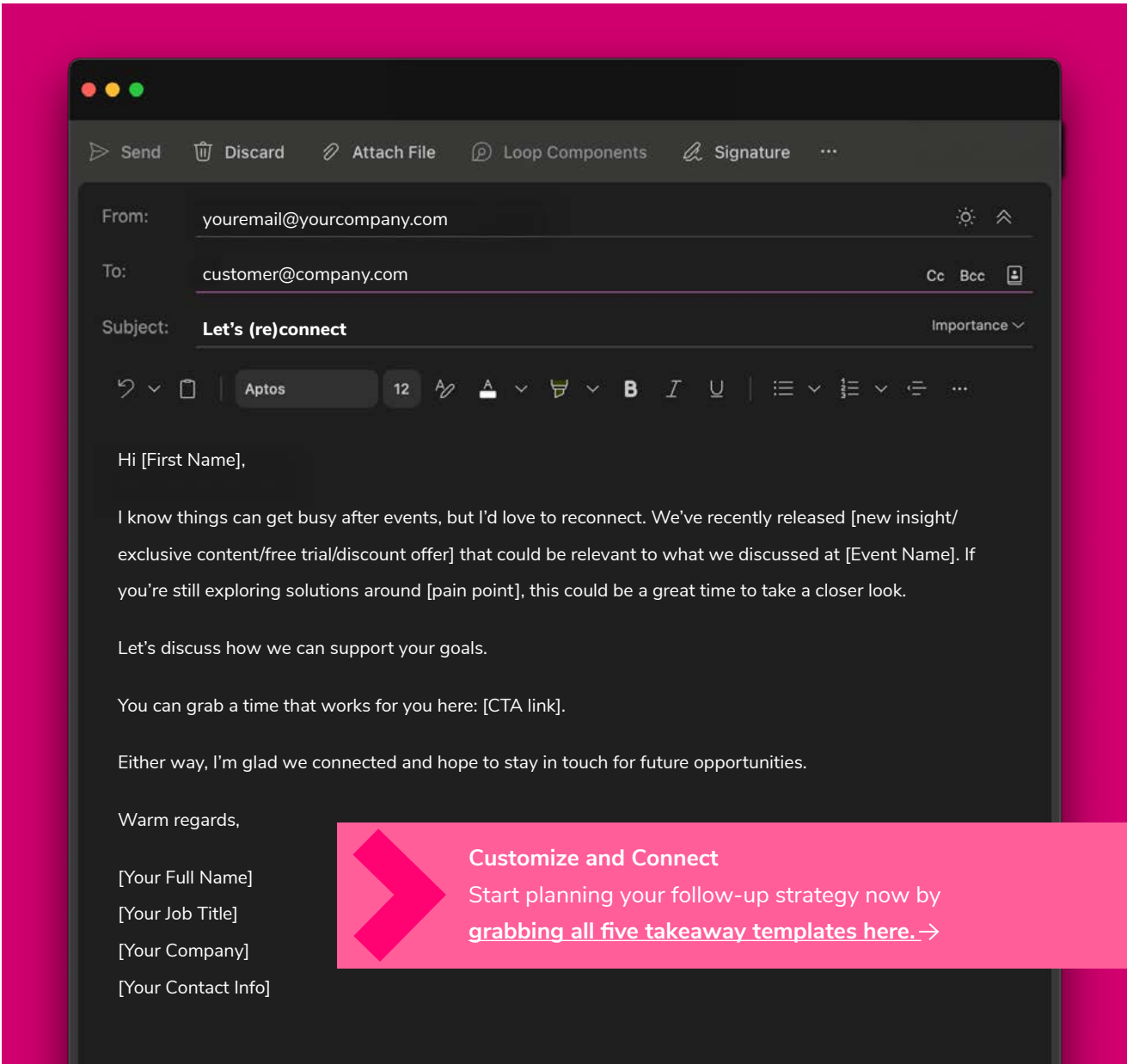
Email 4: Case Study / Success Story (Optional)

Timing: ~21 days after event



Email 5: Final Nudge

Timing: ~28–30 days after event





Dos and don'ts of lead nurture

- ✓ **Send the first follow-up within 24–48 hours**
Timely outreach shows professionalism and enthusiasm.
- ✗ **Delay your outreach**
Waiting risks losing momentum and attention.
- ✓ **Thank attendees and reference specific conversations**
Showing gratitude and recalling personal details strengthens rapport.
- ✗ **Push for the sale immediately**
Skipping trust-building can make you seem transactional rather than consultative.
- ✓ **Personalize subject lines and CTAs**
Tailored messages stand out and drive engagement.
- ✗ **Ignore engagement data**
Skipping analytics means missing key signals — like which subject lines drive opens and which CTAs convert.
- ✓ **Send at least 2–3 follow-ups**
Persistence increases brand recall and conversion chances.
- ✗ **Stop after one attempt**
Most leads need multiple touches before taking action.
- ✓ **Mention specific products, demos, or questions they raised**
Shows relevance and attentiveness.
- ✗ **Send overly generic messages**
Lack of customization feels impersonal and reduces credibility.
- ✓ **Keep emails concise and focused**
One clear message and CTA per email makes your communication more actionable.
- ✗ **Overwhelm with lengthy or cluttered messages**
Long emails (with too many links) risk losing attention and clarity.

Ready to convert leads?

Your exhibit's success isn't in the stack of business cards — it's in the relationships you grow following the show.

Strong, post-event nurture turns booth chats into long-term partnerships, guiding prospects from curiosity to commitment. With authentic personalization, the right email sequence, and consistent engagement, you'll build the trust and momentum to convert leads into lasting business.

These templates and best practices offer a solid foundation — but it's your brand and unique voice that make the difference.



Ready to simplify lead outreach and connection?

Let's talk

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