**Please replace all highlighted areas with your customer’s name and address & your company information.   
Delete these instructions before sending**

Date,

Jane Johnson

1234 Any Where Drive

Anywhere, USA

**Dear Jane**,

Please accept this invitation to join us at the **Salt Lake Tribune Home + Garden Show March 10-12, 2017**happening at the South Towne Expo Center. Find innovative products, new ideas, practical advice and great deals with hundreds of industry experts all under one roof! 3 DAYS ONLY to shop, compare, and save!

Come see **DIY Network’s Jason Cameron!**On the outside, Jason Cameron looks like a TV star. But on the inside, he’s all handyman and all business. Watch him work and it quickly becomes apparent this licensed contractor really knows his stuff, especially when it comes to his own personal passions: home improvement and landscaping. Jason says he recently even gutted his own home and completely revamped the backyard. Now he’s putting his extensive hands-on expertise to work for DIY Network building, landscaping, hardscaping and more.

A native of Toledo, Ohio, Jason worked his way through Northern Michigan University as a carpenter, and then moved to the Northern Jersey/New York City area where he continued his carpentry and general contracting business. Catch Jason putting all his tools to work on DIY Network’s Desperate Landscapes, Man Caves and Sledgehammer.

Please bring this letter with you to any entrance for **TWO** free entries   
(a $22 value) courtesy of (Insert your company name here along with any other show special or company information you wish)

This letter **MUST be surrendered** at either the north or south entrance of the South Towne Expo Center.

If you have any questions before the show, please feel free to call me (Insert your contact information)

I look forward to seeing you at the show!

Sincerely,

(Your name & company here)

