



## Prospect Development 2025 – Exhibitor Marketing Kit

Promote your company's presence at Prospect Development 2025 to ensure you make the most of your time as a PD2025 exhibitor! The following is sample copy you can share via email, on your website, in your email signature, with your social media followers and more. As an exhibitor, you have considerable influence over your peers and colleagues and whether they choose to attend. We appreciate your help as we work to make this the best conference yet!

### Promotional Email

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#### [Subject]

Join [Company Name] at Prospect Development 2025

#### [Body]

Dear [Recipient Name],

[Company name] is proud to support [Prospect Development 2025](#), taking place Aug. 19-22 in Baltimore. Join us for the latest trends, best practices and newest products and services in the field of prospect development. We'll be at booth [#] in the exhibit hall!

**[Optional to vendors]** The [company name] booth will feature [add any new product announcements/highlights or booth offers, etc. here.]

This year's conference offers education tailored to your professional needs, including 50+ expert-led sessions and an array of pre-conference offerings and learning opportunities such as [Data Science Now](#). Plus, you're sure to pick up best practices and lessons learned from the conversations you have with the person sitting next to you during an education session or lunch break. The opportunities to learn are endless!

Networking is another can't-miss opportunity at PD2025 as attendees will have the chance to connect in the interactive exhibit hall.

Don't miss this professional development opportunity. I've already secured my [registration](#) and [hotel room](#), and you should too. If needed, you can utilize Apra's [customizable justification letter](#) to gain approval to attend.

I hope to see you in Baltimore!

Best wishes,

[Email Signature]

Email Signature

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Increase awareness of your participation at Prospect Development 2025 by updating your email signature using the following template. You may also choose to add the 2025 Prospect Development web banner below and hyperlink to <https://www.aprahome.org/Events/Prospect-Development-2025>

**Name**

Title | Organization Name

Address 1, Address 2 | City, State Zip

P: +1.XXX.XXX.XXXX | E: e-mail@e-mail.com

Visit me at booth [XX] to learn more about [insert booth information] at [Prospect Development 2025](#), Aug. 19-22 in Baltimore.

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**Web Banner**



Post the above web banner to a high-profile page on your corporate website, blog, social media profile pages and email communications. Link the banner here: <https://www.aprahome.org/Events/Prospect-Development-2025>

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**Event Listing**

Promote your participation at the conference by posting an event listing that highlights your booth in your company's newsletter or on your website.

Prospect Development 2025  
Aug.19-22  
401 West Pratt Street  
Baltimore, MD 21201

**Join [Company] at Prospect Development 2025!**

Apra's annual conference, Prospect Development 2025, is the place to be for professionals in the prospect development industry. Whether your focus is prospect identification and research, relationship management, data science or anything else prospect development-related, this event has education tailored to your needs.

Be sure to visit [company name] at booth [#] in the exhibit hall.

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**Sample Social Media Posts**

**Facebook/LinkedIn:**



- Join [company name] at Prospect Development 2025! Stop by booth [XX] during #ApraPD2025 in Baltimore to learn more about [insert booth information]. <https://www.aprahome.org/Events/Prospect-Development-2025>
- The latest trends, topics and best practices in prospect research, data science and relationship management await you at Prospect Development 2025, taking place Aug. 19-22 in Baltimore. Join [company name] at booth [XX]! <https://www.aprahome.org/Events/Prospect-Development-2025>

**X:**



- Join [company name] at booth [xx] at #ApraPD2025! We can't wait to see you in Baltimore! <https://www.aprahome.org/Events/Prospect-Development-2025>
- We can't wait to attend #ApraPD2025! Visit us at booth [XX] while in Baltimore! <https://www.aprahome.org/Events/Prospect-Development-2025>