[DATE]

Contact Name

Address

Address2

City,

State/Province

Zip/Postal Code

**RE: INVITATION TO DEMO NEW [NAME] PRODUCT LINE**

Dear [CONTACT NAME],

It is with great pleasure that we inform you of our new [NAME] product line which is ready for your evaluation.

We believe that you will be delightfully surprised to see some of our latest innovations in both concept and design and invite you to call for an appointment to visit our display room. [NAME OF INDIVIDUAL] will be happy to arrange a demonstration for you at your convenience.

We look forward to seeing you soon.

Kind Regards,

[YOUR NAME]

[YOUR TITLE]

[YOUR PHONE NUMBER]

[YOUREMAIL@YOURCOMPANY.COM]