Hello **[Name],**

**[Customize your opening]**.    I wanted to follow up regarding our conversation about [ESPA – the Event Service Professionals Association](http://www.espaonline.org/index.html).  I think as an event professional you could really benefit from the organization, the educational value and networking opportunities.

The association was founded in 1988 by William H. Just, CAE, CMP as the Association for Convention Operations Management (ACOM) as the first and only association to serve convention services managers. In September 2011, the association changed its name to Event Service Professionals Association (ESPA). The new name more accurately embraces the diversity of the roles our members play and their evolving responsibilities in their venues and cities. Importantly, the new name focuses on our members and their vital contributions, rather than simply referencing their job function as our previous name did.

***ESPA is dedicated to elevating the event and convention service profession and to preparing members, through education and networking, for their pivotal role in innovative and successful event execution.***

I hope you and your team consider the value of a membership and hope to also be connected via that association.  The structure allows you to have individual or organization memberships which is great!   I’ve attached a piece that may help with conveying the value of the organization for you and your leadership.  Please do not hesitate to contact me if I may answer any questions. Their website is [www.espaonline.org](http://www.espaonline.org) to learn more.

**[Customize your closing message, and call to action.]**