



2023 Buzz Kit

EXHIBITORS

Promote your presence at Switchback at The Running Event

This kit contains information and marketing materials you can use to share your participation at Switchback at #TRE23. Feel free to promote the event on your social networks, within your email signature, on your company's website, in your emails/newsletters, and through any other form of marketing you see fit.

EVENT DETAILS

Date: November 28-30, 2023

Venue: The Austin Convention Center, Austin, TX

TRE Homepage: <https://www.therunningevent.com/>

Switchback at TRE Landing Page:
<https://www.therunningevent.com/attend-switchback-at-tre/>

2023 HIGHLIGHTS

The Running Event (TRE) is North America's premier specialty retail trade show for the running and outdoor industry. Back for Year Two, Switchback at The Running Event is an impactful exhibit hall expansion where outdoor retailers can source quality products, develop meaningful peer relationships, and gain industry insights to stay ahead of trends and better serve customers.

Switchback at TRE will be supported by outdoor-focused conference sessions, networking opportunities, and top outdoor brands, delivering greater support and opportunity to both outdoor and run specialty retailers.

CONTACT OUR TEAM



Sales & Sponsorship

Glenn Dulberg

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Marketing & Media

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Logistics & Partnerships

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SOCIAL MEDIA

TRE has accounts on Facebook, Instagram, Twitter, and LinkedIn. When promoting Switchback at #TRE23 on social media, please:

- Include the hashtag **#TRE23** and appropriate handle to boost visibility and connect with event partners, media, and attendees.
- Link to the event website in all posts.

Social Sharing Made Easy

We're using a one-click sharing tool to make promoting your time at Switchback at #TRE23 easier than ever. Simply [click here](#), select a graphic, and share away!

TWITTER | @therunningevent

- We're exhibiting at Switchback at @therunningevent! Find us at Booth X in the exhibit hall. Learn more & join us this Nov. 28-30, 2023 in Austin:
<https://www.therunningevent.com/attend-switchback-at-tre/> #TRE23
- Join us Nov. 28-30, 2023 in Austin, TX for Switchback at #TRE23 & access 3 days of business, connection, & education. Find us at Booth X!
<https://www.therunningevent.com/> @therunningevent

FACEBOOK + LINKEDIN | @therunningevent

- Join us November 28-30, 2023 in Austin, TX at Switchback at @therunningevent! We'll be joining other leading outdoor specialty brands in the exhibit hall. Learn more and register today:
<https://www.therunningevent.com/attend-switchback-at-tre/> #TRE23
- We're proud to be joining other leading outdoor specialty brands exhibiting at Switchback at @therunningevent for three days of business, networking, and education. Visit us at Booth X in the exhibit hall and help us redefine the running and outdoor industry. Learn more and join us in Austin this November 28-30, 2023: <https://www.therunningevent.com/> #TRE23

INSTAGRAM | @therunningevent

Remember, you cannot add clickable links to Instagram post captions; however, clickable links can be included to an Instagram Story. Find Instagram Story templates on our Logos & Branding page, along with all other social graphics.

Sample Posts

- Join us November 28-30, 2023 in Austin, TX at Switchback @therunningevent and help us redefine the run and outdoor industry! Access three days of business opportunities, networking, and impactful education that will advance outdoor specialty retailers and brands. Visit the following link to learn more about Switchback at #TRE23: <https://www.therunningevent.com/attend-switchback-at-tre/>
- We're proud to be joining other leading outdoor and run specialty brands at Switchback at @therunningevent! We can't wait to come together and celebrate the industry this November 28-30, 2023 in Austin. We'll be at Booth X in the exhibit hall. Learn more and register for #TRE23: <https://www.therunningevent.com/>

LOGOS & GRAPHICS

Access event logos, social media graphics and templates, and email signatures online here: <https://www.therunningevent.com/switchback-tre-logos-graphics>

QUICK LINKS

- [Switchback at TRE](#)
- [Explore #TRE23](#)
- [Schedule at a Glance](#)
- [2023 Exhibitors](#)