



# 2023 Buzz Kit

# EXHIBITORS

## Promote your presence at The Running Event 2023

This kit contains information and marketing materials you can use to share your participation 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 Website:** <https://www.therunningevent.com/>

## 2023 HIGHLIGHTS

The Running Event (TRE) is North America's premier event for specialty retailers, event management professionals, and brands across the running and outdoor industry, bringing the community together for three days of learning, business, connection, and celebration. Our team is working hard to make this year's show valuable, relevant, inclusive and actionable to professionals of *all* levels. From focused education and beneficial networking to an exhibit hall featuring hundreds of leading brands and the 2023 Industry Awards, #TRE23 will advance your career, your business, and the specialty retail industry.

## CONTACT OUR TEAM



### Sales & Sponsorship

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### Marketing & Media

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### Logistics & Partnerships

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Event Manager

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## SOCIAL MEDIA

TRE has accounts on Facebook, Instagram, Twitter, and LinkedIn. When promoting #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 social sharing tool to make promoting your time at #TRE23 easier than ever. Simply [click here](#), select a graphic, and share away!

## TWITTER | @therunningevent

### Sample Posts

- Join us Nov. 28-30, 2023 in Austin, TX at @therunningevent for 3 days of business, connection, & education. Find us at Booth X: <https://www.therunningevent.com/#TRE23>
- We're proud to be joining top run & outdoor specialty brands exhibiting at #TRE23! Visit us at Booth X in Austin this Nov. 28-30: <https://www.therunningevent.com/@therunningevent>

## FACEBOOK + LINKEDIN | @therunningevent

### Sample Posts

- Join us November 28-30, 2023 in Austin, TX at @therunningevent! Three days of business, networking, and education will help drive the specialty retail industry forward: <https://www.therunningevent.com/#TRE23>
- We're proud to be joining other leading run and outdoor specialty brands exhibiting at @therunningevent. Visit us at Booth X in Austin this November 28-30! Learn more & register: <https://www.therunningevent.com/#TRE23>

## INSTAGRAM | @therunningevent

As a reminder, you cannot add clickable links to Instagram post captions; however, clickable links can be included to an Instagram Story. You can find #TRE23 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 for @therunningevent! Three days of business, networking, and education will help drive the run and outdoor specialty retail industry forward. Use the following link to learn more about #TRE23: <https://www.therunningevent.com/>
- We're proud to be joining other leading run and outdoor specialty brands at @therunningevent! We can't wait to come together and celebrate the industry this November 28-30, 2023 in Austin, TX. Visit us at Booth X and remember to register for #TRE23: <https://www.therunningevent.com/>

## LOGOS & GRAPHICS

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

## QUICK LINKS

- [Explore #TRE23](#)
- [Schedule at a Glance](#)
- [2023 Best Running Stores](#)
- [2023 Exhibitors](#)