

2021 Buzz Kit

# EXHIBITORS





### WELCOME

This kit contains information and marketing materials that you can use to share your participation at The Running Event (TRE). 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 30 - December 2, 2021

**Venue:** The Austin Convention Center, Austin, TX

**TRE Website:** <https://www.therunningevent.com/>

### 2021 HIGHLIGHTS

TRE is the premier run specialty event for retailers, race directors, and brands across the running industry—and after a year apart, we can't wait to come together for three days of learning, business, and celebration. This year's show will be the most inclusive, educational, and actionable TRE yet, featuring new partnerships, programs, and onsite events. From pre-conference workshops and new-to-2021 presentations, to hundreds of leading brands in the exhibit hall and the Best Running Stores of 2021 celebration, #TRE21 will move the running industry forward.

### CONTACT OUR TEAM



#### Sales & Sponsorship

Christina Henderson  
Executive Director  
[chenderson@divcom.com](mailto:chenderson@divcom.com)



#### Marketing & Media

Candace Letizia  
Marketing Manager  
[cletizia@divcom.com](mailto:cletizia@divcom.com)



#### Conference Programming

Kara O'Brien  
Conference Manager  
[kobrien@divcom.com](mailto:kobrien@divcom.com)



### SOCIAL MEDIA

TRE has accounts on Facebook, Instagram, and Twitter. When promoting #TRE21 on social media, please:

- Include the hashtag (**#TRE21**) and appropriate handle to boost visibility and connect with event partners, media, and attendees.
- Link to the event website in all posts.

### TWITTER | @therunningevent

#### Sample Posts

- Join us Nov. 30 - Dec. 2 in Austin, TX at @therunningevent for 3 days of business, networking, and education as we help move the running industry forward: <https://www.therunningevent.com/> #TRE21
- We're proud to be joining other top run specialty brands exhibiting at #TRE21! Visit us at Booth X in Austin this Dec. 1 and 2: <https://www.therunningevent.com/> @therunningevent
- We can't wait to come together at #TRE21 to celebrate run specialty and drive industry innovation! See us at Booth X Dec. 1 and 2 in Austin: <https://www.therunningevent.com/> @therunningevent

### FACEBOOK | @therunningevent

#### Sample Posts

- Join us November 30 - December 2 in Austin, TX at @therunningevent! Three days of business, networking, and education will help move the run specialty industry forward: <https://www.therunningevent.com/> #TRE21
- We're proud to be joining other leading run specialty brands exhibiting at @therunningevent; visit us at Booth X in Austin this December 1 and 2! Learn more & register: <https://www.therunningevent.com/> #TRE21
- We can't wait to come together at @therunningevent to celebrate run specialty and drive industry innovation! See us at Booth X December 1 and 2 in Austin: <https://www.therunningevent.com/> #TRE21



### 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 #TRE21 Instagram Story templates on our Logos & Branding page, along with all other social graphics.

#### Sample Posts

- Join us November 30 - December 2 in Austin, TX for @therunningevent! Three days of business, networking, and education will help move the run specialty industry forward. Copy & paste the following link to learn more about #TRE21: <https://www.therunningevent.com/>
- We're proud to be joining other leading run specialty brands exhibiting @therunningevent; visit us at Booth X in Austin this December 1 and 2! Learn more & register for #TRE21 at the following link: <https://www.therunningevent.com/>
- We can't wait to come together @therunningevent to celebrate run specialty and drive industry innovation! Visit us at Booth X this December 1 and 2 in Austin! Learn more & register for #TRE21 here: <https://www.therunningevent.com/>

### LOGOS & GRAPHICS

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

### QUICK LINKS

- [Explore #TRE21](#)
- [Schedule at a Glance](#)
- [Best Running Stores of 2021](#)
- [2021 Exhibitors](#)