

2021 Buzz Kit

PARTNERS





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



Marketing & Media

Candace Letizia
Marketing Manager
cletizia@divcom.com



Conference Programming

Kara O'Brien
Conference Manager
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 exciting business opportunities and education as we help move the running industry forward: <https://www.therunningevent.com/> #TRE21
- We're proud to partner with @therunningevent! Join us and other industry leaders for run specialty's premier event this Nov. 30 - Dec. 2 in Austin: <https://www.therunningevent.com/> #TRE21
- We can't wait to come together at #TRE21 to drive industry growth, celebrate run specialty, and connect with each other! See us in Austin this Nov. 30 - Dec. 2: <https://www.therunningevent.com/> @therunningevent

FACEBOOK | @therunningevent

Sample Posts

- Join us November 30 - December 2 in Austin, TX for @therunningevent! Three days of business opportunities, networking, and impactful education will help move run specialty forward: <https://www.therunningevent.com/> #TRE21
- We're proud to partner with @therunningevent! Join us and other industry leaders at run specialty's premier event, taking place this November 30 - December 2 in Austin. Learn more & register: <https://www.therunningevent.com/> #TRE21
- We can't wait to come together at @therunningevent to drive industry growth, celebrate run specialty, and connect with each other! See us in Austin this Nov. 30 - Dec. 2 by registering for #TRE21 here: <https://www.therunningevent.com/>



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 opportunities, networking, and impactful education will help move run specialty forward. Copy & paste the following link to learn more about #TRE21: <https://www.therunningevent.com/>
- We're proud to partner with @therunningevent! Join us and other industry leaders at run specialty's premier event, taking place this November 30 - December 2 in Austin. Learn more & register for #TRE21 at the following link: <https://www.therunningevent.com/>
- We can't wait to come together at @therunningevent to drive industry growth, celebrate run specialty, and connect with each other! See us in Austin this Nov. 30 - Dec. 2 by registering 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](#)