

Promotional Timeline and Checklist

From October 2017

From 16-19 April 2018
 Reed Messe Vienna, Austria
www.traconference.eu

TRA logo & key visual: Use [TRA 2018 logos](#) and your booth number in company ads, promotional literature and on your company website.



Use the [TRA banners](#) to add them in your email signature or on your company website. You can also use our "save the date button" to embed the date in your calendar.



Generate awareness of your participation at TRA 2018 through our [promotional flyer](#) and show reasons why to attend TRA 2018. Contact office@travie2018.at to get some print versions of the TRA folders to distribute them at your events or to your stakeholders.

Promote TRA and raise awareness by using the [TRA poster template](#) or the TRA PPT announcement.

Send [email invitations](#) to your current and prospective customers and industry colleagues. Invite them to join you in Vienna by attending the event. If you are interested in buying a number of conference tickets for key partners and stakeholders, contact office@travie2018.at to get access codes for distribution.

Use our templates to promote your activities during TRA 2018 with [customised buttons](#) (Exhibitor-Button, YourEvent-Button, Green-Event-Button)



Generate buzz on your social media platforms by following the [TRA Social Media](#) activities and repostings. Follow us on TRA 2018 [Facebook](#), [LinkedIn](#), [Twitter](#), [Instagram](#) and [YouTube](#). Use the hashtag #tra2018 to your posts to engage the TRA community. Embed the TRA icon to tag your social media posts/pictures and use following special hashtags: #ThisisTRA; #WeareTRA, #MeetusatTRA2018, #TRA2018Showcase, #TRA2018Programme, #TRA2018Live, #greenTRA

From March 2018

Use our word templates for [Press Releases](#) and event announcements to highlight your activities, products and showcases at TRA 2018.

Post-Event-Activities: Send some follow up materials as picture and facts & figures to your attendees and contacts. A summary of the event will be provided after the event on our website.

Hosted and organised by:



austriatech

Co-organised by:



Together with:

