

# ***BUS<sub>2</sub>BUS***

THE MOBILITY TRADE SHOW

**24 – 25 APRIL 2024**

BERLIN EXHIBITION GROUNDS

[bus2bus.berlin](https://bus2bus.berlin)



**COMMUNICATION KIT  
FOR EXHIBITORS, SPEAKERS AND PARTNERS**

# BUS2BUS 2024 COMMUNICATION KIT

## Dear exhibitors, speakers and partners

BUS2BUS will open its doors again on 24 and 25 April 2024 to give new momentum to the bus industry and drive innovation for sustainable mobility.

We look forward to having you on board! Let's work together to ensure that your participation at the event makes a strong impression. In order to optimize your presence at BUS2BUS, we are providing you with this communication kit.

**On the following pages we have put together various templates, text elements, logos and graphics. Feel free to help yourself!**

Whether on social media or your website, in newsletters or mailings: Show your target groups and followers that you are part of BUS2BUS! We are also happy to publish your photos or videos on our social media channels as a post, story or reel.

**The BUS2BUS  
communication kit  
contains the  
following materials:**

Text templates for newsletter/website

Text templates for social media posts

Logos, graphics and photos

**Would you like  
to receive regular updates  
on BUS2BUS 2024?**

You can find the latest news about the event in our [newsroom](#).

Subscribe to our [newsletter](#).

Follow us on social media.



Subscribe to our [BUS2Talk Podcast](#). 

# BUS2BUS 2024

## BASICS

<b>Event name and subtitle</b>	BUS2BUS	The Mobility Trade Show	
<b>Claim</b>	Driven by the future!		
<b>Spelling of event title</b>	Our event title is BUS2BUS (always in capital letters and without spaces). We communicate our event as "BUS2BUS" and welcome "to BUS2BUS".		
<b>Dates and opening hours</b>	24–25 April 2024	Wednesday from 10 am to 6 pm	Thursday from 10 am to 5 pm
<b>Event location</b>	Berlin Exhibition Grounds, Hall: hub27, Access: Gate 25 (Jafféstraße)		
<b>CI colour scheme</b>	 <p>Green: CMYK 35/0/100/0 sRGB 188/207/0 HEX #bbce00</p>	 <p>Blue: CMYK 100/43/0/34 sRGB 0/85/140 HEX #00558c</p>	 <p>Magenta: CMYK 27/100/0/0 sRGB 187/0/127 HEX #bb007f</p>
<b>Our communication channels</b>	 <a href="#">@BUS2BUS</a>  <a href="#">@BUS2BUS.berlin</a>	 <a href="#">@BUS2BUS.berlin</a>  <a href="#">@BUS_2_BUS</a>	 <a href="#">BUS2BUS</a>  <a href="https://www.bus2bus.berlin/en/">https://www.bus2bus.berlin/en/</a>
<b>Our hashtags</b>	#bus2bus	#bus2bus2024	

# TEXT TEMPLATES FOR NEWSLETTER/WEBSITE

## Welcome on board!

From 24 to 25 April 2024 everything at the Berlin Exhibition Grounds will once again revolve around the future of mobility: BUS2BUS will be launched for the fourth time with significant growth and new momentum for the bus industry. From alternative drive systems and sustainable travel to modern public transport in rural and urban areas and autonomous buses. With its combination of trade show, stage program, workshops, networking events and digital services, it covers the entire spectrum of the bus industry.

The latest technologies and innovations from the bus and coach industry and its suppliers will be showcased in the multi-functional, open-plan hub27 hall. Live activities such as demonstrations, presentations and test-drives will take place in the outdoor area next to the exhibition hall.

Trade visitors can actively participate in discussions, experience exciting keynotes and panels and make valuable contacts. More information and tickets at: <https://www.bus2bus.berlin/en/>

## Closing sentences:

(Closing sentence for exhibitors)

**We will also be on board at BUS2BUS 2024!**

**Come and visit us at our stand [please add].**

(Closing sentence for speakers – version 1)

**I will also be on board at BUS2BUS 2024!**

**Visit my keynote on [please add] at [please add].**

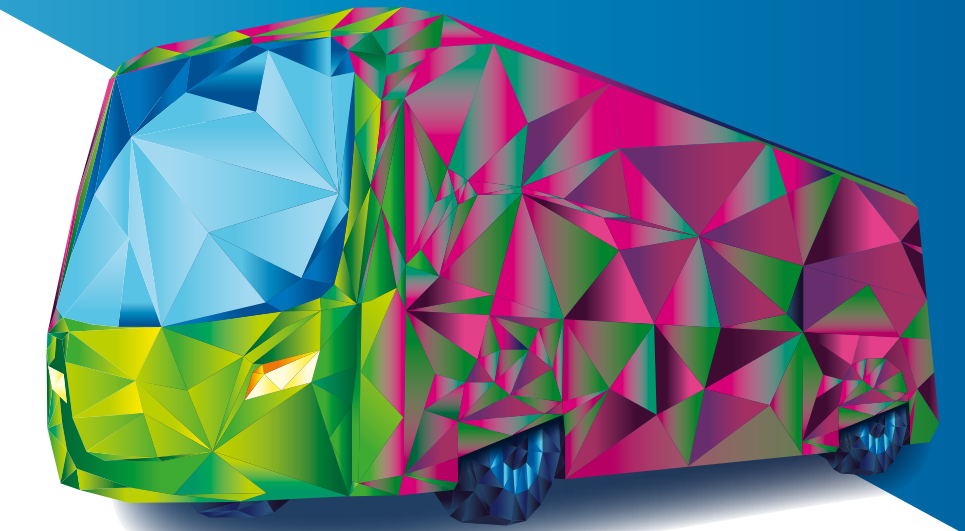
(Closing sentence for speakers – version 2)

**Meet me at BUS2BUS 2024!**

**My presentation is on [please add] at [please add].**

You can also use  
our **banner generator**  
to promote your presence at BUS2BUS!

# TEXT TEMPLATES FOR SOCIAL MEDIA POSTS



**Promote your participation in BUS2BUS 2024 on your social media channels! Feel free to use our text templates for your posts.**

(example 1)

At BUS2BUS 2024, the bus industry will once again present sustainable and innovative mobility solutions. And we are on board! Visit us on the 24th and 25th of April at the Berlin Exhibition Grounds in hub27 at stand [please add]. All information and tickets at [www.bus2bus.berlin/en/](http://www.bus2bus.berlin/en/)

(example 2)

From 24 to 25 April, BUS2BUS 2024 will once again showcase the latest developments in sustainable mobility. We will be there as an exhibitor! Visit us at the Berlin Exhibition Grounds in hub27 at stand [please add]. All information and tickets at [www.bus2bus.berlin/en/](http://www.bus2bus.berlin/en/)

(example 3)

Save the date: BUS2BUS 2024 is THE event for the bus industry. You can also meet us on 24 and 25 April at the Berlin Exhibition Grounds. Come and visit us. All information and tickets at [www.bus2bus.berlin/en/](http://www.bus2bus.berlin/en/)

(example 4)

We will be there as an exhibitor when innovative and sustainable mobility solutions are discussed at BUS2BUS 2024. Visit us in hub27 at stand [please add]. All information and tickets at [www.bus2bus.berlin/en/](http://www.bus2bus.berlin/en/)

(example 5)

Save the date: BUS2BUS 2024 will once again showcase the latest developments in sustainable mobility in the bus industry from 24–25 April. All information and tickets are available at [www.bus2bus.berlin/en/](http://www.bus2bus.berlin/en/)

OUR  
HASHTAG:  
**#bus2bus**

# LOGOS, GRAPHICS AND PHOTOS

Show that you are at **BUS2BUS!**  
Please use our logos, graphics and photos.  
[Click download link!](#)



If you use the photos in your social media posts, please include the photo credit: **BUS2BUS 2024.**  
Thank you!

# YOUR PRESENCE ON OUR SOCIAL MEDIA CHANNELS

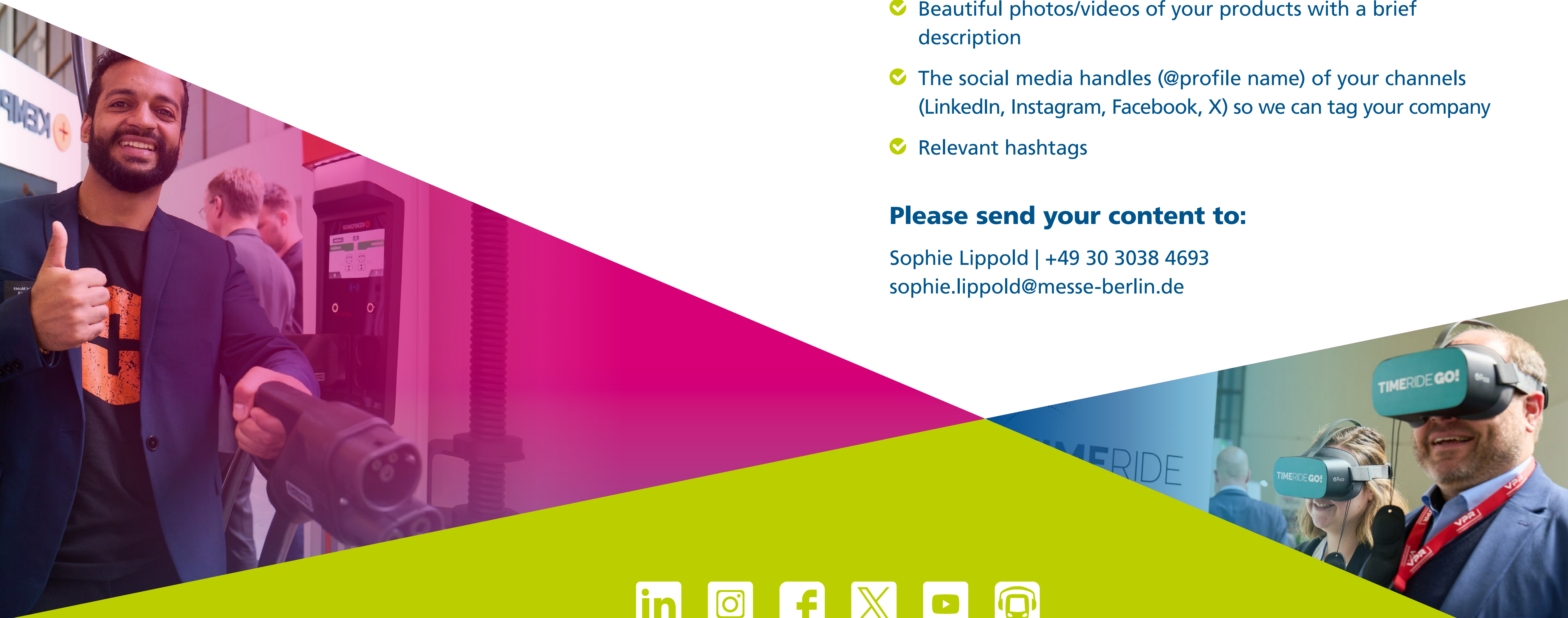
We are happy to publish your products and services on our social media channels!

## What do you need to send us?

- ✔ Beautiful photos/videos of your products with a brief description
- ✔ The social media handles (@profile name) of your channels (LinkedIn, Instagram, Facebook, X) so we can tag your company
- ✔ Relevant hashtags

## Please send your content to:

Sophie Lippold | +49 30 3038 4693  
sophie.lippold@messe-berlin.de





# **BUS<sub>2</sub>BUS**

THE MOBILITY TRADE SHOW

## **DATE**

24–25 April 2024

Wed 10 am – 6 pm | Thu 10 am – 5 pm

## **EVENT LOCATION**

Berlin Exhibition Grounds | Hall: hub27

Access: Gate 25 (Jafféstraße)

## **ORGANIZER**

Messe Berlin GmbH | Messedamm22

14055 Berlin | Germany

## **CONTACT**

Sophie Lippold | T +49 30 3038 4693

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