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# Cross Promotional Offer

Communication package from b2match

A decorative graphic in the bottom right corner consisting of several 3D rectangular blocks in various shades of blue, teal, and yellow, arranged in a stepped, isometric pattern.

# Working With b2match Is a True Partnership

We are genuinely interested in your event's success. Therefore we would like to provide you with cross promotional opportunities, an exchange of promotion from both sides.

## Content of this document

- b2match promotes your event
- Tagging b2match on social media
- Text for newsletter
- Boilerplate for press releases
- b2match logo
- Contact details



# b2match Promotes Your Event

We are more than happy to promote your event in English through our marketing channels to a high quality audience. Please [contact our marketing team](#) to coordinate imagery and text.



Newsletter Post

6,000 subscribers



Organic LinkedIn Post

2,500 followers



Organic Twitter Post

400 followers



Events Overview Site

4,000 monthly visitors

# b2match in Your Communication

## ✓ Social Media Channels

When promoting your event on your social media channels, we kindly ask if we can be included in your post in the following way. Then we see the post and can also share it.

**Add the tag [@b2match](#)** to posts and stories on LinkedIn, Twitter, Facebook and Instagram

## ✓ Newsletter

If you are sending out a newsletter it is good to clarify to your audience what b2match is and why the event will take place using the platform.

**Copy this:** To register for [\[event x\]](#) please sign in to the [b2match](#) platform, an all-in-one event management software that specializes in facilitating b2b matchmaking events. Participants are encouraged to provide a detailed profile and marketplace opportunities to ensure they are matched successfully.

## ✓ Boilerplate for Press Release

If you write and distribute a press release about your event, we would greatly appreciate a mention in your boilerplate. A link to our website creates valuable backlinks which increases search ranking.

**Copy this:** The event will take place using [b2match](#) an all-in-one event management software that specializes in facilitating b2b matchmaking events.

# b2match Description and Logo

If you want to mention b2match as a provider or partner in a more general way, e.g. in a event brochure, here is a short description and our logo. Please get in contact with us for other material.

**Copy this:** [b2match](#) is an event management system for networking events that helps you make the most of every interaction. With over 8 years in the b2b matchmaking industry, this all-in-one event management software covers the entire event workflow. It turns your event into a marketplace where your guests can connect, communicate and build purposeful partnerships. With the goal of every meeting being value added, b2match knows that connections should be about more than just small talk.

Our standard logo in png with transparent background in 1000x500px. Please download the file via the link below. We kindly ask to not change the logo, except using it in a smaller size. If you need a different format, please contact our marketing team.

[Download the png logo here](#)



**Contact**

[marketing@b2match.com](mailto:marketing@b2match.com)