**Social media promotion**

**Tweets**

If you have not done already, it is advised that you set up a Twitter account and start tagging your potential customers using their Twitter handles. This is a good way to directly contact them, make them aware of your product and inform them of your presence at The Business Booster. Below are some examples you may like to use.

We will showcase <insert technology name/descriptions> alongside 150 other #sustainable #energy [#startups](https://twitter.com/hashtag/startups?src=hash) at [#TBB201](https://twitter.com/hashtag/TBB2017?src=hash)9 tbb.innoenergy.com

.<@potential customer> meet us at #TBB2019 to find out how <@your Twitter handle> can help boost your business tbb.innoenergy.com

[#TBB201](https://twitter.com/hashtag/TBB2017?src=hash)9 is the leading event for professionals searching for #sustainable [#energy](https://twitter.com/hashtag/energy?src=hash) innovations. Don’t miss out! Meet us in Paris from 3-4 October [tbb.innoenergy.com](https://t.co/OyXOhXNbgh)

#Sustainable #Energy #Startups will come together at The Business Booster – meet us at #TBB2019  [<@potential customer> tbb.innoenergy.com](https://t.co/OyXOhXNbgh)

The Business Booster is coming to #Paris! <@potential customer> meet us there: tbb.innoenergy.com #TBB2019

Meet us at #TBB2019 <@potential customer> to find out about <insert value proposition> tbb.innoenergy.com

**LinkedIn and Facebook**

Last year we had over 800 attendees come to The Business Booster. This year it will be taking place in Paris from 3-4 October. It will be bigger than ever, and we will be exhibiting! We look forward to seeing you there, find out more here tbb.innoenergy.com

The Business Booster is the event where start-ups working on the most cutting edge sustainable energy innovations meet industry to discuss collaboration – and we will be exhibiting! Register at tbb.innoenergy.com We hope to see you there.

Connect with us at The Business Booster, find out how we <insert key value proposition> We look forward to meeting you! tbb.innoenergy.com

The 2019 theme for The Business Booster is: humanising the energy transition – and we are a part of it! We look forward to seeing you there! tbb.innoenergy.com