



## 2019 VRMA European Conference Sponsor Marketing Kit

### Web-based Communication

Please use the following language when posting European Conference information on your website:

#### Option 1:

Vacation Rental Management Association  
2019 European Conference  
17-19 March | Grandior Hotel | Prague, Czech Republic  
[Learn More](#) and [Register Today](#)

#### Option 2:

2019 VRMA European Conference  
17-19 March | Grandior Hotel | Prague, Czech Republic  
[Learn More](#)

Join VRMA, 17-19 March 2019 in Prague, for best-in-class education sessions, insightful speakers, and interactive networking events—all geared toward providing holiday rental industry professionals with valuable insights and solutions to implement upon returning home.

Connect with professionals, vendors, and suppliers from across Europe and beyond at VRMA's annual event exclusively for the holiday rental community in Europe.

## Email Promotional Message

Subject: Join [Company] in Prague for the VRMA European Conference

### Body:

Dear [Contact],

[Company] is heading to Prague for the [2019 VRMA European Conference](#), 17-19 March 2019 at the Grandior Hotel. [Register online](#) and get ready to discover the latest business strategies and trends impacting the European holiday rental market.

Highlights of this year's conference include:

- **High-level networking opportunities** to build connections and share your expertise with fellow holiday rental professionals.
- **In-depth education sessions** tailored for you. Whether you are new to the industry or a seasoned executive, benefit from key takeaways, and best practices, and lessons learned.
- **Dedicated time with suppliers** to explore the latest innovations in technology and the resources you need to grow your business.

While in Prague, visit our display table to learn more about our organization. [\[Include information about your organization/products\(s\)/services\(s\) \(optional\).\]](#)

[Learn more](#) about the European Conference and [register today](#). If you have any questions, please contact me. I look forward to seeing you in Prague!

Sincerely,

[Enter name]

## Sample Social Media Posts

Promote the European Conference by posting one of the customizable messages below to your social media outlets. Be sure to link the [European Conference webpage](#) to all posts. We encourage you to visit the VRMA [LinkedIn](#), [Twitter](#), and/or [Facebook](#) pages to share any of our posts about the event.

### Social Media Tips:

- Post on social networks should generally be kept to fewer than 280 characters, including hyperlinks, hashtags, and images.
- Add European Conference hashtag, #VRMAEurope, to your post to generate more views.
- Consider posting on social networks at high-trafficked times during the week to maximize your exposure. The optimal time to post is between 1 PM and 3 PM, Monday through Thursday.

### Social Media Examples:

- Join us in Prague for #VRMAEurope to learn the latest business strategies and trends impacting the European holiday rental market. <http://bit.ly/2k1cHKS>
- Register today for #VRMAEurope, 17-19 March in Prague! <http://bit.ly/2j0CmHk>
- We will be attending #VRMAEurope 17-19 March in Prague. We look forward to seeing you there! <http://bit.ly/2k1cHKS>
- Our company will be attending #VRMAEurope, 17-19 March in Prague. Will you be there? <http://bit.ly/2k1cHKS>
- Start planning your trip to Prague and register for #VRMAEurope today! <http://bit.ly/2k1cHKS>
- #VRMAEurope offers unmatched business and educational tools. Join us from 17-19 and register today: <http://bit.ly/2k1cHKS>