

BUS₂BUS

THE MOBILITY TRADE SHOW

15 – 16 APRIL 2026

BERLIN EXHIBITION GROUNDS

bus2bus.berlin



COMMUNICATION KIT

A brand of



BUS2BUS 2026 COMMUNICATION KIT

Dear exhibitors, speakers, and partners,

On April 15 and 16, 2026, BUS2BUS will once again welcome the bus industry – with fresh ideas, innovative solutions, and a clear focus on sustainable mobility. We are delighted to have you on board!

To ensure that your participation in the trade show is visible and effective, we have put together this communication kit for you. It contains **templates, text suggestions, logos, and graphics** that you can use for your communications – whether on social media, your website, or in your newsletters.

Show your community that you will be attending BUS2BUS 2026!

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Text templates for newsletters/website

Text templates for social media posts

Logos, graphics, and photos

Would you like to receive regular updates about BUS2BUS?

The latest news about the event can be found in our [Newsroom](#).

Subscribe to our [Newsletter](#).

Follow us on social media



Listen to our
[Podcast BUS2Talk](#).



BUS2BUS 2026

BASICS

Event name and subtitle	BUS2BUS	The Mobility Trade Show	
Claim	Driven by the future!		
Spelling of event title	Our event title is BUS2BUS (always in capital letters and without spaces). We communicate our event as "BUS2BUS" and welcome "to BUS2BUS".		
Dates	15 – 16 April 2026		
Event location	Berlin Exhibition Grounds, Hall: hub27, Access: Gate 25 (Jafféstraße)		
CI colour scheme	 <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>
Our communication channels	 @BUS2BUS  @BUS2BUS.berlin	 @BUS2BUS.berlin	 BUS2BUS  https://www.bus2bus.berlin/en/
Our hashtags	#bus2bus	#bus2bus2026	

TEXT TEMPLATES FOR ONLINE MEDIA



BUS2BUS: The Ticket to the Future of Mobility

On April 15 and 16, 2026, BUS2BUS will take place for the fifth time – the leading trade show for innovative and sustainable mobility solutions in the heart of Berlin.

At BUS2BUS, vehicle manufacturers, suppliers, and service providers from across the bus industry come together to present future technologies, discuss new trends, and make valuable contacts. The focus is on practical innovations, inspiring workshops, test drives, networking events, and digital services.

The fifth edition of BUS2BUS in 2026 promises even more space for innovation, networking, and the presentation of future technologies. The exhibition area will be expanded to include an additional exhibition hall, plus an extended outdoor area with bus presentations and interactive test drives.

Since its premiere in 2017, BUS2BUS has been an important strategic meeting place for exchanges with political decision-makers. BUS2BUS also offers direct access to leading media outlets, influential associations, and a wealth of economic and scientific expertise in transport technology



You can find our latest press releases [here](#).

SOCIAL MEDIA AI PROMPTS & IMAGES



Make a Lasting Impression

Use BUS2BUS 2026 as a communication tool—before, during, and after the event. We provide you with free-to-use images and prompts for creating social media posts. You are welcome to use all images in this [album](#).  Please use the following copyright notice: “Photo: Messe Berlin”

AI Prompt Templates

Exhibitors Please create a LinkedIn post (900–1,200 characters) announcing our participation at BUS2BUS 2026. Tone: professional, modern, inviting. Include: [COMPANY], [TOPIC], 3 short bullet points (What are we exhibiting?/ What can trade visitors expect?), Hall: [HALL], Booth: [BOOTH], Note: BUS2BUS celebrates its 5th anniversary in 2026, Invitation to exchange ideas at BUS2BUS + call to action. Add 5 hashtags, including #BUS2BUS.

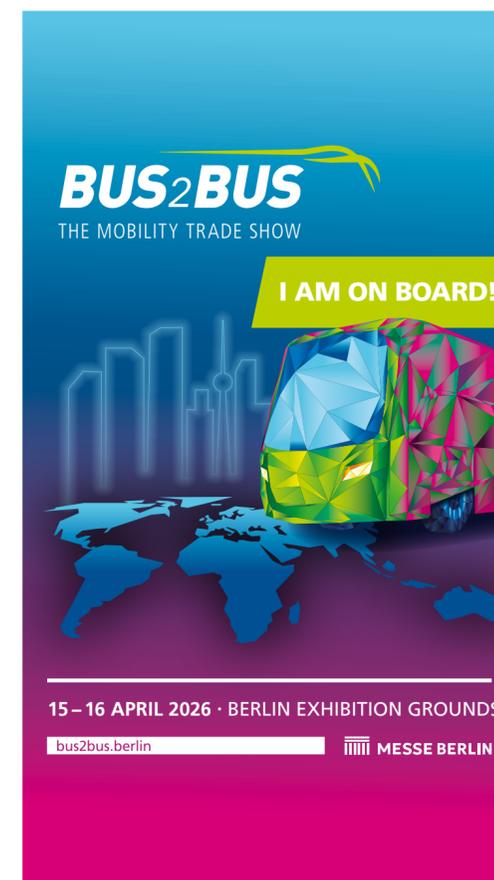
Visitors Write a LinkedIn post (900–1,200 characters): I am visiting BUS2BUS 2026. Content: [ROLE], [INTERESTS/TOPICS], [PURPOSE OF VISIT], Note: BUS2BUS celebrates its 5th anniversary in 2026, invitation to network on site. Tone: professional, open. Add 5 hashtags, including #BUS2BUS.

Speakers Create a LinkedIn post (900–1,200 characters) announcing my presentation on stage at BUS2BUS 2026. Include: [TITLE], [TOPIC], relevance in 1–2 sentences, date: [DATE], Stage: [STAGE], Time: [TIME], Note: BUS2BUS celebrates its 5th anniversary in 2026, invitation to participate & exchange ideas. Tone: competent, motivating. Add 5 hashtags, including #BUS2BUS

Partners Write a LinkedIn post (900–1,200 characters) about the partnership/collaboration within the framework of the event BUS2BUS 2026. Content: [MOTIVATION], [TOPICS], benefits of the event (3 bullet points), note: BUS2BUS celebrates its 5th anniversary in 2026, invitation to exchange ideas at BUS2BUS. Tone: appreciative, future-oriented. Add 5 hashtags, including #BUS2BUS.

LOGOS, GRAPHICS AND IMAGES

Let everyone know that you are attending BUS2BUS!
Please feel free to use our logos, graphics and photos.
These are available here to [download](#).



When using the photos in your social media posts, please include the photo credit: Messe Berlin.

SHAREPICS

Sharepics for your Social Media Presence

As an exhibitor, speaker or trade visitor you can easily customize your sharepic and post it on your social media channels. By clicking on the appropriate sharepic, you will be redirected to our page, where you can customize the layout.

Speakers:



Exhibitors:



Trade Visitors & Partners:



OUR
HASHTAG:
#bus2bus

SOCIAL WALL

Use our hashtag #BUS2BUS and become visible on our social wall!

The social wall displays a variety of content related to the #BUS2BUS event. Key posts include:

- LinkedIn:** Announcements from BUS2BUS (@bus2bus.b...) and the Bundesverband Deutscher Busunternehmen (bcb) regarding the 2026 event in Berlin.
- Instagram:** A post from BUS2BUS (@bus2bus.b...) with a heart icon.
- Facebook:** A post from Steve Burkhard-Kleist (8 days ago) thanking participants for the Biofuel Express.
- YouTube:** A video player showing a scene from the event.
- Text-based posts:** A quote from Sandra Elsanowski (5 days ago) expressing excitement for the 2026 event. Another post from the Advisory Board mentions Dr. Britta Oehrich's role in shaping climate-friendly public transport.
- Industry news:** A post from Trapeze Europe FX (6 days ago) about the event's location in Berlin. A post from Daimler Trucks (12 days ago) highlights their partnership with BUS2BUS.
- Event promotion:** A post from WIG (14-16 April 2026) with a 'SAVE THE DATE' graphic.

The social wall is a real-time display of social media and community posts.

Click here for our [Social Wall](#) 

YOUR PRESENCE ON OUR SOCIAL MEDIA CHANNELS

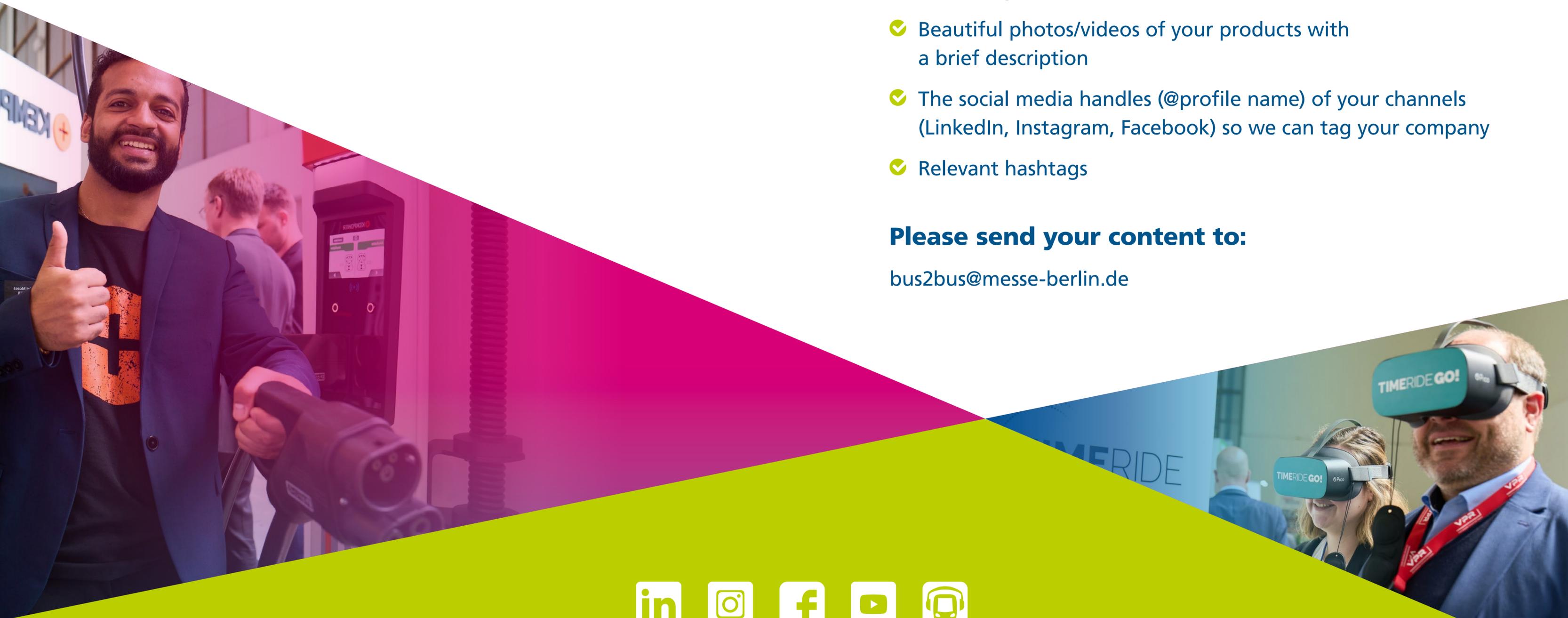
We are happy to publish your products and services on our social media channels!

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) so we can tag your company
- ✔ Relevant hashtags

Please send your content to:

bus2bus@messe-berlin.de





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THE MOBILITY TRADE SHOW

DATE

15 – 16 April 2026

Wed 10 am – 6 pm | Thu 10 am – 5 pm

EVENT LOCATION

Berlin Exhibition Grounds | Hall: hub27

Access: Gate 25 (Jafféstraße)

ORGANIZER

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