

# COMMUNICATION GUIDE

**texworld**  
**apparelsourcing**  
PARIS

**15 – 17.09.2025**  
**PARIS LE BOURGET,**  
**FRANCE**



## Weaving the Future

Sourcing | Business | Solutions

[texworld-paris.com](https://texworld-paris.com)

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**For any demand, please contact:**

**[exhibitorservice@france.messefrankfurt.com](mailto:exhibitorservice@france.messefrankfurt.com)**

**or call at +33 (0)1 55 268 989**

**Messe Frankfurt France S.A.S.**

1, avenue de Flandre

75019 Paris - France

Tel. +33 155 268 989

[Apparelsourcing@France.MesseFrankfurt.com](mailto:Apparelsourcing@France.MesseFrankfurt.com)

[Inquiry@France.MesseFrankfurt.com](mailto:Inquiry@France.MesseFrankfurt.com)

[Texworld@France.MesseFrankfurt.com](mailto:Texworld@France.MesseFrankfurt.com)

[texworld-paris.com](http://texworld-paris.com)

# 1. Make yourself known in advance ... for free!

Speak about your presence: use the 'Communication Kit' before the event

## Small banner format

Use the signature banner at the end of your emails. **\*Best practice: include the following link to promote the registration online [link provided soon] and add your booth number in the white cube if you already have received the information!**

## Big banner format

Use this horizontal format to customize your Facebook page banner or use it on your website with the registration link. You can also use it in your newsletter !

## Linkedin profile banner format

## Linkedin company page banner format

## Post format

Use this square format to create content on social media. **\*Best practice: include the hashtag #texworldapparelsourcingparis or tag us whenever its possible!**

## Story format

Use this vertical format to create dynamic stories on social media.

**\*Best practice: include the hashtag #texworldapparelsourcingparis whenever its possible!**

## E-invitation format

Use this square format and add it to an invitation e-mail!

**Don't forget to include the registration link: [link provided soon]**

### SMALL BANNER FORMAT



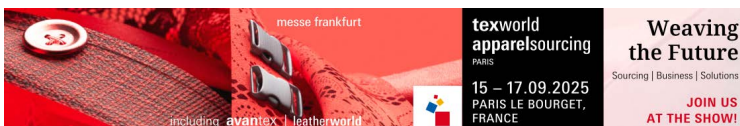
### BIG BANNER FORMAT



### LINKEDIN PROFILE BANNER FORMAT



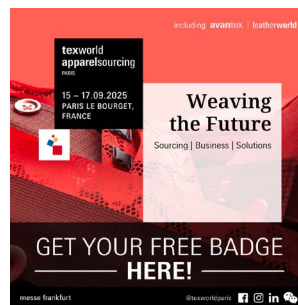
### LINKEDIN COMPANY PAGE BANNER FORMAT



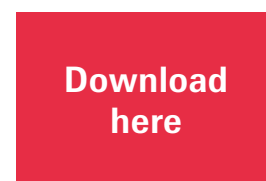
### POST FORMAT



### E-INVITATION FORMAT



### STORY FORMAT



You are totally free to use The 'Communication Kit' to promote your presence on your website, in newsletters, on e-signatures, in the social medias or in the printed material you issue.



## 2. How can you make press relations work?

### Reach out to the journalists during the shows in Paris!

**There's no show's news without your news !**

If you want to have the opportunity of reaching the international and business press before major exhibition, send us your press kit with very high resolution images of your collections, activities or trends **at least 4 to 1 months before the show opening.**

Act now! E-mail to our press officer Dimitry Helman, your information trends or news stories as soon as possible, it will contribute to the communication prior the show.

For a better coverage do not hesitate to contact directly the press you wish to reach.

- Your press kit should focus on entirely new or highly innovative concepts related to the latest season's trends.
- Limit yourself to no more than 10 items shown in 21 x 27 format or high-definition photos.
- Include a presentation of your company and explanatory notes about the products.

Don't get discouraged if you are not quoted in the press immediately. If the journalists get used to seeing your company name and its products, you will eventually attract their attention and benefit from press coverage.

**Please send your files to Dimitry Helman, our Press Officer.** He answers to the journalist's needs of novelties, strong theme or new stories. He is also quoting a list of not-to-miss exhibitors with their contact details on it.

**Please, drop-off your press kit at the Press Center** which is a space dedicated to journalists who come to visit our shows.

This service is included in your participation fee and will help you to get noticed and quoted by the press!

**Come to the Press Center from Sunday afternoon and hand over your Press Kits to:**

**Dimitry Helman**  
e-mail: [dimitry@me-mo.fr](mailto:dimitry@me-mo.fr)  
tel.: +33 6 77 99 20 76

**Cassandra Galli**  
e-mail: [cassandra.galli@france.messefrankfurt.com](mailto:cassandra.galli@france.messefrankfurt.com)  
tel.: +33 6 74 29 09 07



