

COMMUNICATION GUIDE

texworld
apparelsourcing
PARIS

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PARIS LE BOURGET,
FRANCE



Weaving the Future

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For any demand, please contact:

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

Inquiry@France.MesseFrankfurt.com

Texworld@France.MesseFrankfurt.com

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 <https://texworld0225.site.calypso-event.net/en/visitor.htm> 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 #texworldapparel sourcingparis or tag us whenever its possible!

Story format

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

*Best practice: include the hashtag #texworldapparel sourcingparis 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: <https://texworld0225.site.calypso-event.net/en/visitor.htm>

SMALL BANNER FORMAT



POST FORMAT



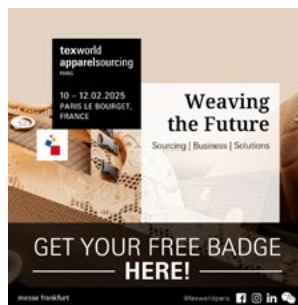
STORY FORMAT



BIG BANNER FORMAT



E-INVITATION FORMAT

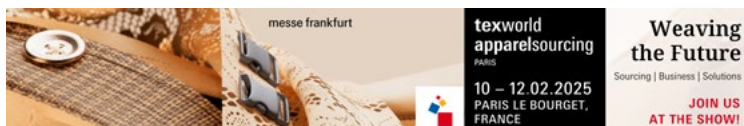


LINKEDIN PROFILE BANNER FORMAT



Download here

LINKEDIN COMPANY PAGE BANNER 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
tel.: +33 6 77 99 20 76

Cassandra Galli
e-mail: cassandra.galli@france.messefrankfurt.com
tel.: +33 6 74 29 09 07

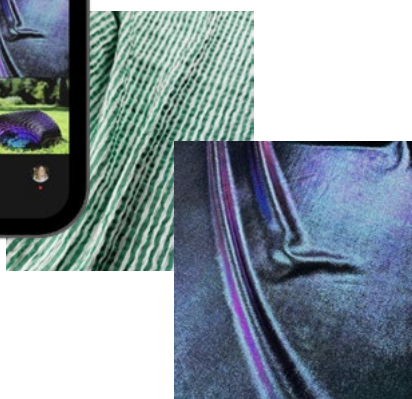
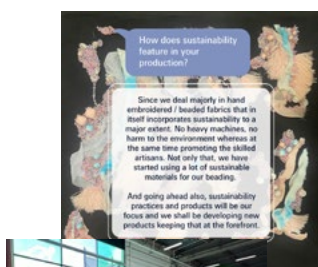
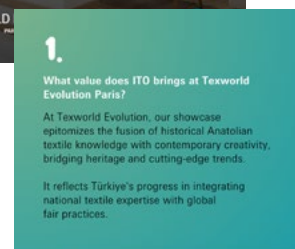
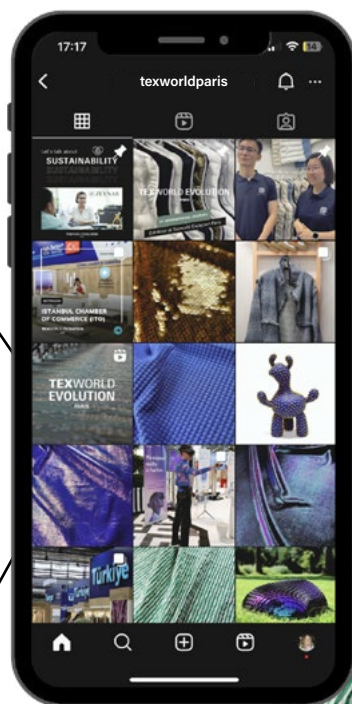
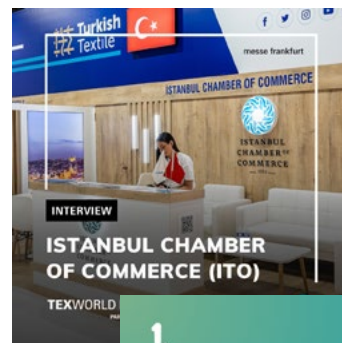


3. Benefit from our Social Media push Facebook, Twitter, LinkedIn and Instagram!

If you are creative, a trend setter, eco-friendly or otherwise innovative...
If your business takes an original approach in terms of production and sales...

If you've got a good story, it's good news!

Benefit from our social networks to share your news. A dedicated digital manager is at your disposal to share posts about your company and products on Facebook, Twitter, LinkedIn and Instagram. **Please contact Sarah Attia, our Digital Manager.**



Contact Digital Manager
Sarah Attia
e-mail: sarah.attia@france.messefrankfurt.com
tel.: +33 7 88 48 71 42