



Press Services 2019

Media reports can boost the success of your trade fair participation. Therefore, you should give priority to press and PR work before and during the Techtextil 2019.

We would like to support you with our service package, which includes the following helpful services:

- **Registration / Coordination of a Techtextil press event (free of charge)**
- **Reservation of a press-display unit in the Techtextil Press Center**
- **Editorial reporting (online/print) about your new products**

Take advantage of our services and facilities and present your new products and your trade-fair programme to the media and trade visitors.

Deadline for receipt: 14 April 2019
Press fax: +49 69 7575 6781
peggy.behling@messefrankfurt.com



Register your Texprocess 2019 press events free of charge / press date coordination

During Texprocess, you will have the opportunity to organise a press conference or event at your booth or in another room on the fairgrounds (room reservation: Ms Lewerenz: +49 69 75 75-5221). We can help you by coordinating the dates and times to avoid overlaps, as well as adding your event to our list of events for the press that we make available to journalists in print form and on the online at www.texprocess.com.

Please note: you are responsible for preparing, organising and inviting the press to your event. However, we will be happy to advise you.

Please register your press event with us as early as possible. Please register your date with us as soon as possible.

We would like to hold a press conference at the Texprocess 2019

(Please tick as appropriate):

- A press event on our booth no..... Date: from..... to
- A press event in a room at Frankfurt Fair and Exhibition Center. Please reserve a room for us. Date: from..... to.....
Number of people, approx.:

Press event topic / title:

Company (as catalogue entry):.....

Contact person:.....

Telephone / fax:.....

Hall / aisle / stand:.....

E-mail / website:.....

Important: please fill out completely!

Deadline for receipt: 5 May 2019
Press fax: +49 69 7575 6781
presse.textilmessen@messefrankfurt.com

Press display units in the Texprocess press center

Make use of the press center as a platform for communicating your press releases and information to the media.

The press display units are located in the press center in level 4 of the Torhaus. They are (31 x 10 x 31 cm) - large enough for A4 pages (alternative: two units for A3 in landscape format). This service is **free of charge for a max. of 3 units per exhibitor.**

- Bring us your press material on the day before the fair and we do the rest, i.e., store it, check regularly that there is sufficient material in your display unit(s) and top it up on a regular basis.
- We will label the press display unit with your company's name so it is even easier for journalists to find information about your company.

It is not necessary to complete this form if you have already ordered a press-display unit online via our Shop for Exhibitor Services.

Press display units in the Press Center Number of press display units:

Company (as catalogue entry):.....

Contact person:.....

Telephone / fax:.....

Hall / aisle / stand no.:.....

Important: please fill out completely!

Deadline for receipt: 15 March 2019
Press fax: +49 69 7575 6781
press.texprocess@messefrankfurt.com

texprocess

Editorial reporting (online / print) about your new products

Trade-press releases and specialist articles

In trade-press releases and specialist articles, we offer insights into areas of application for technical textiles and nonwovens.

Techtextil Blog

www.techtextil-blog.de

The Techtextil Blog stands for readable, specialist-oriented reports revolving around the subject of technical textiles and nonwovens – from the automobile industry, via architecture, construction and the medical sector, to sport and personal protective equipment and clothing. The number of articles increases during the run-up to the fair. And we report live from Techtextil.

Social Media

www.facebook.com/techtextil
www.twitter.com/techtextil

News about technical textiles and nonwovens for all areas of application appear in the Techtextil social media channels the whole year round. The number of articles and tweets increases during the run-up to the fair with even more coming during the fair itself when we report live.

What should you do?

You can send us images and copy (about new products that you are showing at Techtextil 2019; news about your company; areas of application for your products; joint ventures, visitor target groups, etc.).

File formats for images:

- Landscape format is preferable.
- Resolution of at least 72 dpi in JPG format ('high' quality)
- Caption (max. 100 characters)
- Copyright information

Copy requirements

- Trade-press releases, specialist articles, blog: max. 1 A4 page (in German) about your innovation / new product.
- Social media: brief description 2-3 sentences in German AND English) about your innovation / new product

What happens to your material?

We use your material as the basis for the articles mentioned above. Specialist articles will be checked with you before publication. In the case of social-media articles, we reserve the right to edit and / or shorten your material. Submission does not automatically mean publication.

*** This service is free of charge for you.**

*** Please note: the fact that we review your material does not automatically mean it will be published.**

**➔ Please send your material at the earliest possible stage to:
press.techtextil@messefrankfurt.com or lilliffer.seiler@messefrankfurt.com (tel.: +49 69 7575 6738).**