

• **Press coverage**

Our partnerships with leading trade and fashion publications around the world provide our exhibitors with the opportunity to gain exposure to the industry's decision makers through news and editorial features.

• **E-newsletters**

Informative e-newsletters with exhibitor highlights are sent regularly to up to 60,000 industry professionals in our visitor database.

• **Social media**

We have a growing presence on Facebook, Twitter, LinkedIn and WeChat where we regularly highlight our exhibitors' products and news. Ensure you connect and interact with us on these platforms to benefit from our tens of thousands of followers.

• **Product launches**

Are you planning to launch a new product at the fair, or will be exhibiting a newly released product at the fair? Make sure to inform your sales representative.

• **Onsite press centre**

If you would like to include your marketing materials and/or press releases in the onsite press centre, which is used by both overseas and Chinese media, please fill in Form 9 of the exhibitor manual.

• **E-catalogue**

Our online catalogue is a widely used source for buyers to preview exhibitors and plan their sourcing journey before the fair. Your e-catalogue entry will be based on the information provided in your application form, but if you would like to submit more detailed product and/or company info for it, you may contact **Ms Tiffany Cheng** (tiffany.cheng@hongkong.messefrankfurt.com).

Your action list

1. Information on **new products, products with innovative features, eco-friendly products, or products that match current industry demands or fashion trends** is of interest to our buyers, so please notify us of any of these aspects when sending the information
2. **Send detailed information about the products/services you will be exhibiting**, including press releases, marketing materials, website links etc, **as well as pictures** if available, to Ms Tiffany Cheng (tiffany.cheng@hongkong.messefrankfurt.com)
3. Send your **company or product brand logo** for use in visitor promotion materials to us. All pictures & logos sent should be 300 dpi or higher in jpg, png or tiff format
4. **Connect with us** on [Facebook](#), [Twitter](#), [LinkedIn](#) and [WeChat](#)
5. Include itxpress@hongkong.messefrankfurt.com on your **press release mailing lists**

**Terms & conditions apply*

Terms & conditions

- Only information that is ready to be published should be sent. Due to time constraints, no opportunity will be provided to the exhibitor to check the content before it is published.
- While every attempt will be made to ensure the accuracy of the published material, Messe Frankfurt accepts no responsibility for errors contained in the original content we receive.
- Information provided will be subject to editing for brevity, consistency and relevance.
- Provision of information to Messe Frankfurt does not guarantee use. The sole discretion of final use lies with Messe Frankfurt.
- Logos submitted may be used in future fairs' promotional materials at Messe Frankfurt's discretion