

Christmasworld 2025: Don't forget the press!



Dear xxx,

nationally and internationally, the anticipation and excitement is growing in the design, trade, interior and DIY media. Don't miss your chance to position your products in the media spotlight and plan your press activities for Christmasworld. With this in mind, we have put together a list of our press services for you. If you have hired an external agency for your press work, please feel free to forward this e-mail to them, too.

1. **Display of your press information** (flyers, brochures, press releases) in the Press Centre. Simply send us your press information for display in the press box **in advance by mail (max. 100 copies de/en or en) to**
Messe Frankfurt Exhibition
Presse Center Christmasworld
Torhaus, Ebene 4
Ludwig-Erhard-Anlage 1
D-6032 Frankfurt am Main
or bring them to the Press Center by 5 p.m. on the day before the fair or on the first day of the fair. The Press Center is located in the Torhaus, level 4 (accessible via the escalators opposite the Torhaus Service Centre).
2. **Are you organising a press conference or planning a special event for journalists?** We will be happy to provide you with a free conference room for this purpose. You can also boost the visibility of your event by listing it in the online press event calendar and in the press center. Please send us an e-mail with the date and time of the appointment. If you invite a VIP during the trade fair, we would be happy to share this information with the press on your behalf. We look forward to receiving your message at yvonne.schoeneck@messefrankfurt.com.

These two services can be conveniently selected and booked **free of charge** in the Service Shop under Marketing: <https://serviceshop.messefrankfurt.com/portallogin>

3. Please also use the services of the media package. This will optimise your company profile in the event media, the digital exhibitor platform and the online exhibitor search. The media package is included in your participation – make the most of the opportunities it offers! For more information, please visit: [The Media Package for Christmasworld](#).

If you have any questions about the use of the media package, please contact: christmasworld@mpmcontent-messefrankfurt.com

4. Publish your press release digitally in the online exhibitor search and reach press representatives directly. You can purchase this via the [Media Package Manager \(MPM\)](#).

We are happy to answer all your questions at any time: press.christmasworld@messefrankfurt.com.

One further note: If you want to look up again important news items or contents, you can find the latest newsletters [here](#) at any time.

Yours sincerely,

Erdmann Kilian und Yvonne Schöneck

Yvonne Schöneck, Consumer Goods Fairs Press/PR

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