

Messe Frankfurt North America launches newly designed website

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Atlanta – Messe Frankfurt, Inc. will greet the New Year with a whole new look as the company debuts its redesigned website. The platform, which was relaunched August of 2017 for Messe Frankfurt’s headquarter location, utilizes responsive web design to ensure that the pages are optimized for all devices. The individual websites have been designed according to the ‘long-page’ principle, helping users find their way as they explore the content, allowing them to quickly access more detailed information on upcoming events. The ‘fast-track concept’, makes it possible for users to reach their destination in just two clicks, easily accessing pertinent show information like contacts and show registration. Furthermore, prominent call-to-action elements take customers directly to key products without any detours.

“As we continue to aim to give the best overall digital experience to our customers, we’re very excited to launch the new and completely redesigned websites. Outside of the design, I am personally most excited about the adaptive capabilities within the new sites, allowing them to view and function properly across all devices,” explains Chris Pendley, E-Media Manager of Messe Frankfurt North America.

The new look and feel, with its large visual elements and user-friendly approach, has been used on each of Messe Frankfurt North America’s show websites with Waste & Recycling Expo Canada being the first show website outside of Frankfurt to go live.

The redesign features improved functionality and enriched content areas that focus on the user experience.

Press releases & images:

<https://us.messefrankfurt.com/atlanta/en/press.html>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces nine shows within the United States, Canada and Mexico. In addition to Techtexil North America and Texprocess Americas, the North American portfolio of events includes Waste & Recycling Expo Canada, Home Textiles Sourcing Expo, Apparel Sourcing USA and Texworld USA, INA PAACE Automechanika Mexico City and NACE Automechanika Atlanta.

For more information, please visit our website at www.us.messefrankfurt.com.