



EVENT POINT



A MEMBER OF

INTERNATIONAL  
MEETINGS REVIEW



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With Event Point International we show our readers the best of what is made around the world in the meetings industry sector, which includes corporate events, conferences, exhibitions and incentives, among others.

Twice a year, we will share trends, technologies, reflections, different event formats, international destinations, new communication languages, relevant information to those working in this area.

Furthermore, we promise to show you - probably like you never thought possible - countries and territories that are culturally and historically connected to the Portuguese language: Portugal, Brazil, Angola, Mozambique, Cape Verde, Sao Tome and Principe, Guinea-Bissau, East Timor and Macau. Although they represent very different realities, they share a core based on a common history and a business potential of remarkable experience exchange. Moreover, this large territory extends across Europe, America, Africa and Asia.

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JOIN US IN THIS  
AMAZING JOURNEY!

COMMUNICATE  
THROUGH OUR MEDIA  
SOLUTIONS AND MAKE  
SURE YOUR MESSAGE  
GETS FURTHER... TO  
THOSE WHO REALLY  
MATTER!



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Here are some notes and trivia about this Portuguese-speaking territory, which began being built in the middle of the 15<sup>th</sup> century.

Portugal is the 15<sup>th</sup> country in the world that hosted more events in the last 50 years, according to data released by the International Congress and Convention Association (ICCA).

Also according to ICCA, Brazil is in the top 10 of the countries that host more events annually. And if we look only to the American continent, it ranks second only after the United States. The major international events it has organised, Confederations Cup (2013), World Cup (2014) and the Olympic Games in Rio de Janeiro (2016), arouse the interest and curiosity of the major global MICE sector players.

Angola remains a regional power, being an extremely rich country in raw materials. East Timor has been reborn after a painful process of independence and now enjoys an enviable strategic location between Indonesia and Australia, and is a destination to be explored. As for Macau, well, that's a pearl, and a gateway to an unavoidable protagonist: China.

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# PUBLICATION DATES AND DISTRIBUTION

PRINT EDITION: 1500 COPIES

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## May\*

- . IMEX Frankfurt . Germany
- . The Meetings Show . United Kingdom
- . IT&CM Asia . Thailand
- . Bea World Festival . Portugal

## October\*

- . IMEX America . USA
- . IBTM World . Spain
- . Heavent Meetings . France
- . ACE of MICE . Turkey
- . Bea World Festival . Portugal

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\* These exhibition lists are being updated and subject to changes

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SENT BY MAIL TO 500 OF THE MOST IMPORTANT INTERNATIONAL  
AGENCIES OF ASSOCIATION AND CORPORATE EVENTS



# PUBLICATION DATES AND DISTRIBUTION

DIGITAL EDITION SENT ON APRIL AND OCTOBER TO 10.000  
INTERNATIONAL CONTACTS IN:

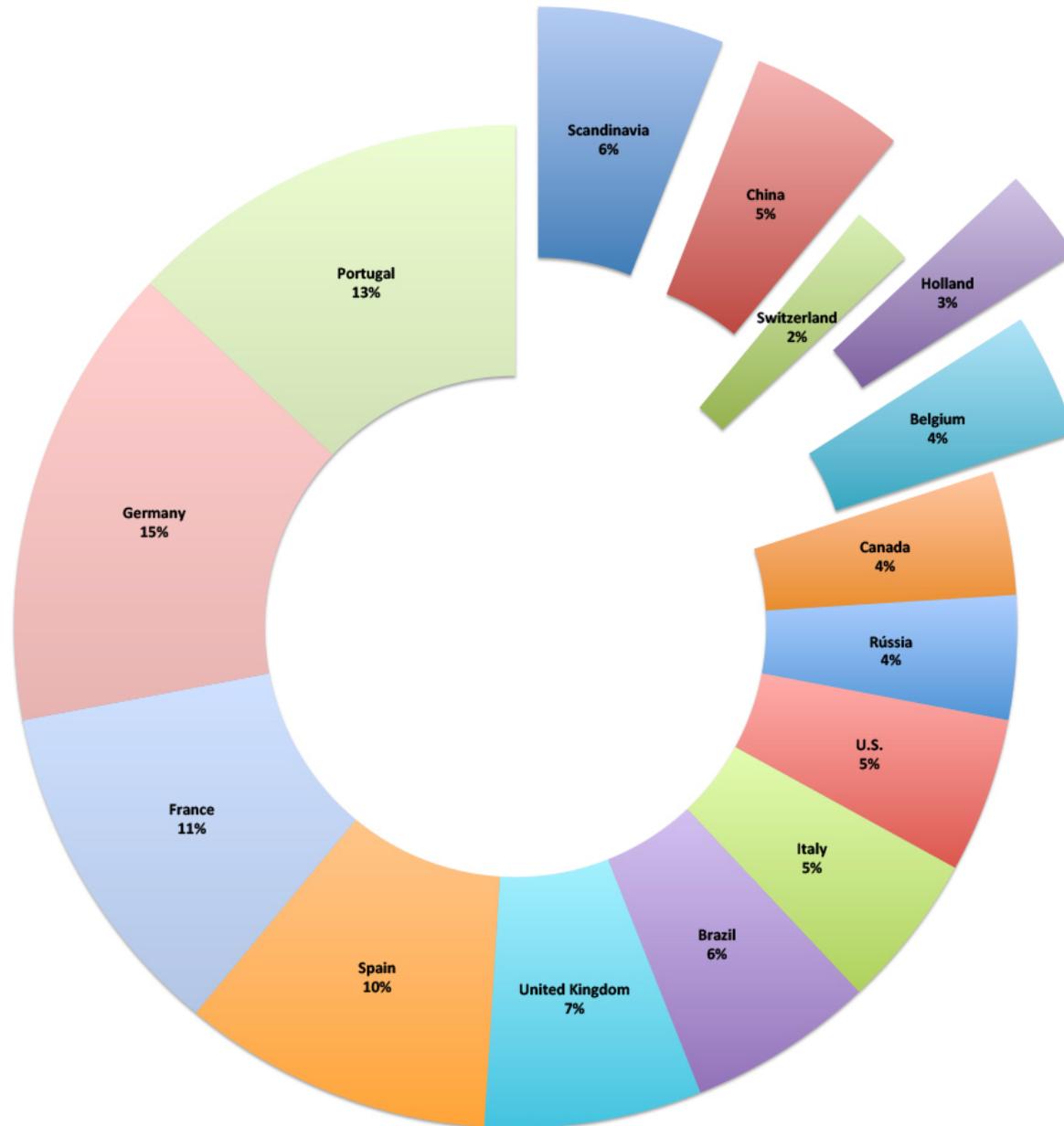
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Portugal . Germany . France . Spain . United Kingdom .  
Brazil . Italy . USA . Russia . Sweden . Canada . Belgium  
Holland . Switzerland . Denmark . Norway . China

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This is also the basis for where we send the weekly newsletter of the International Meetings Review, that are a part of since May 2013. IMR combines the most important publishers specialised in the meetings industry, with a global audience of more than 300,000 readers.

# DIGITAL EVENT POINT DISTRIBUTION: THE MAIN MARKETS





# PRICES

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Double page spread	2.000,00 €
Full odd page	1.500,00 €
Half odd page	1.000,00 €
Back cover	2.500,00 €
Inside front cover	2.000,00 €
Inside back cover	2.000,00 €
Highlight in the magazine directory (contact insertion; logo) (each edition)	400,00 €

## Note

Prices excluding VAT, which will be added at the statutory rate, whenever applied

## Payment Terms

30% with the advertising purchase. The remaining, until 30 days after the magazine publication

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# SPECIFICATIONS

- . Double page spread . 450 x 225 mm + 3 mm bleed
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- . Half odd page . 225 x 113 mm + 3 mm bleed
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- . Inside front cover . 225 x 225 mm + 3 mm bleed
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## Common features:

Offset, 300 DPI, CMYK

## Accepted files:

- . TIFF
- . EPS (embed fonts)
- . JPEG (no compression)
- . PDF (high quality print) (no compression pictures in CMYK, embed fonts)

## Final artwork deadlines

May edition: 16 April

October edition: 15 September



# CONTACTS

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