



2023
EUROPARQUE
SANTA MARIA DA FEIRA - PORTUGAL

RELATÓRIO DE PROMOÇÃO, PUBLICIDADE E CLIPPING
PROMOTION, ADVERTISEMENT AND CLIPPING REPORT

Promoção e Publicidade

» de âmbito e alcance geral

- em outdoors e mupis, publicidade fixa e rotativa, distribuídos em vários pontos do país
- em mupis digitais no Aeroporto Internacional do Porto
- em redes sociais – facebook, instagram, linkedin

» de âmbito e alcance directo

- através de contactos feitos directamente a empresas, empresários e profissionais do sector, presentes nas nossas bases de dados
- através das associações sectoriais, com que foram efectuadas parcerias
- através das câmaras de comércio



Promotion and Advertising

» general reach

- on billboards and mupis, fixed and rotating advertising, distributed in various parts of the country*
- on digital billboards at Porto International Airport*
- on social networks – facebook, instagram, linkedin*

» direct reach

- through contacts made directly with companies, entrepreneurs and professionals in the sector, present in our databases*
- through sectoral associations, with which partnerships were established*
- through chambers of commerce*



Clipping

No período compreendido entre 15 de Maio e 6 de Junho foram publicadas 23 notícias – online, televisão, print e rádio - a propósito da realização da Intertex – Feira Internacional da Indústria Têxtil. Sendo assim, este conjunto de publicações nos vários meios de comunicação social atinge um AVE - Advertising Value Equivalent no valor de € 657.228.

O AVE é o método utilizado nas Relações Públicas para medir o impacto mediático de uma acção de comunicação. Um valor que se deve, em grande medida, à cobertura realizada pelas televisões nacionais, nomeadamente dois canais da estação pública (RTP e RTP3) e o canal com a maior audiência em Portugal (SIC), assim como à boa presença da Intertex nos meios de comunicação social locais, impressos e audiovisuais.



Clipping

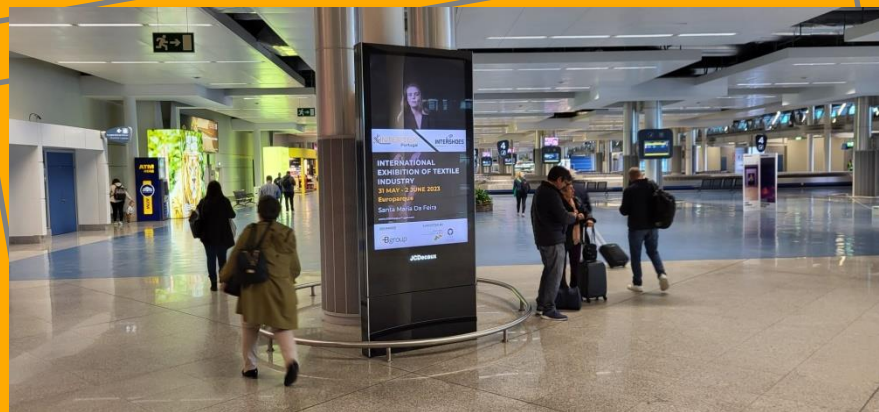
Between 15 May and 6 June, were published 23 news articles, videos and interviews - online, television, press and radio - regarding Intertex - International Exhibition of Textile Industry. Therefore, this set of publications in the various media reached an AVE - Adertising Value Equivalent of € 657,228.

The AVE is the method used in Public Relations to measure the media impact of a communication action. This figure is largely due to the coverage by national television channels, in particular two public channels (RTP and RTP3) and the channel with the largest audience in Portugal (SIC), as well as Intertex's good presence in local print and audiovisual media.

INTERTEX
Portugal

INTERSHOES
PORTUGAL

Publicidade
Aeroporto do
Porto
*Airport
Promotion*



INTERTEX
Portugal

INTERSHOES
PORTUGAL

Outdoors

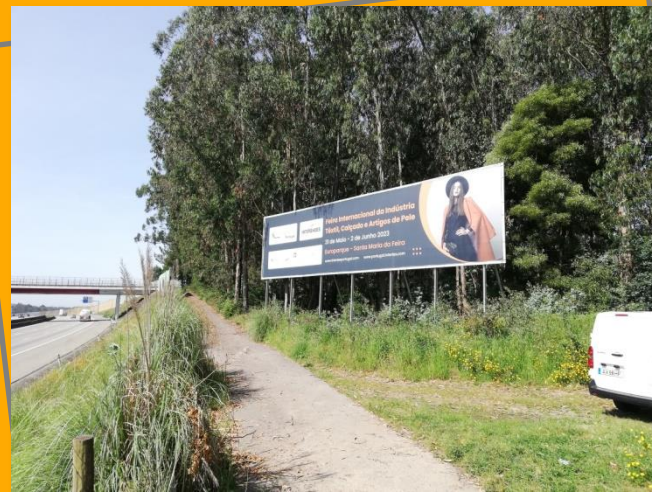
Billboards

Anadia



Estarreja – A1

Trofa – A3



INTERTEX
Portugal

INTERSHOES
PORTUGAL

Outdoors

Billboards

Barcelos



Esposende – A28



Guimarães



INTERTEX
Portugal

INTERSHOES
PORTUGAL

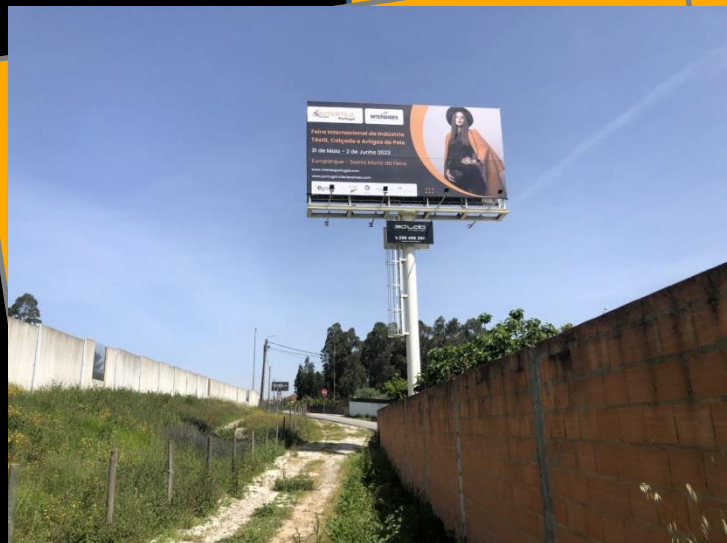
Outdoors

Billboards

Braga



Santa Maria
da Feira



Santa Maria
da Feira





Promoção TV Promotion



Programa “3 às 11” do Canal RTP 3, noticiando a Intertext & Intershoes Portugal em direto durante quase 5 minutos, no dia 26 de Maio

Program “3 às 11” on RTP 3 Channel, reporting Intertext & Intershoes Portugal live during almost 5 minutes, on the 26th of May





Promoção TV *Promotion*



Programa “Manhã Informativa” do Porto Canal, noticiando a Intertex & Intershoes Portugal em direto durante quase 8 minutos, no dia 30 Maio

Porto Canal's “Manhã Informativa” programme, reporting Intertex & Intershoes Portugal live lasts almost 8 minutes, on the 30th of May





Promoção TV Promotion



Programa “Portugal em Direto” da RTP 1, dividido em duas transmissões num total de 10 minutos, no dia 31 Maio

“Portugal em Direto” program on the RTP 1 channel, divided into two transmissions for a total of 10 minutes, on the 31st of May





Promoção TV *Promotion*



Programa “Viver aqui” do Porto Canal, dividido em duas transmissões num total de quase 20 minutos no dia 1 Junho

“Viver aqui” program on Porto Canal, with two broadcasts for a total of almost 20 minutes on the 1st of June

Parte 1 - *Part 1* [Veja agora | Play now](#)

Parte 2 - *Part 2* [Veja agora | Play now](#)



Promoção TV *Promotion*



No “Primeiro Jornal” da SIC de dia 1 de Junho, a Intertex & Intershoes Portugal foi notícia durante 3 minutos

In the “Primeiro Jornal” of SIC channel on the 1st of June, Intertex & Intershoes Portugal was in the news during 3 minutes

[Veja agora](#) | [Play now](#)





Promoção
TV
Promotion



No dia 31 de Maio a TSF dedica a rubrica “Negócios em Português” à Intertex & Intershoes Portugal
Numa reportagem de mais de 3 minutos

On the 31st of May the radio station TSF dedicates the section “Business in Portuguese” to Intertex & Intershoes Portugal a report of more than 3 minutes

Play





Notícias

News



aicep Portugal Global

AICEP noticiando a Intertext & Intershoes Portugal e inserindo a feira na Agenda do site

AICEP (Portuguese Agency for Investment and Foreign Trade) reporting on Intertext & Intershoes Portugal and inserting the fair in the website's Agenda

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Notícias

News



Jornal de Negócios noticiando a
Intertext & Intershoes Portugal, no dia 13 de Maio

*Newspapper “Jornal de Negócios” reporting the
Intertext & Intershoes Portugal, on the 13th of May*

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Notícias

News



BIG – Banco de Investimento Global anuncia aos seus clientes a Intertex & Intershoes Portugal, no dia 13 de Maio

BIG – Portuguese investment bank announces to its customers to Intertex & Intershoes Portugal, on the 13th of May

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Notícias

News



Jornal on-line ECO News noticiando a
Intertext & Intershoes Portugal, no dia 19 de Maio

*Online newspaper ECO News reporting the
Intertext & Intershoes Portugal, on the 19th of May*

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Notícias

News

portugal têxtil

O portal da indústria têxtil Portugal Têxtil faz uma grande reportagem no dia 1 de Junho

The textile industry portal "Portugal Têxtil" makes a big report on the 1st of June

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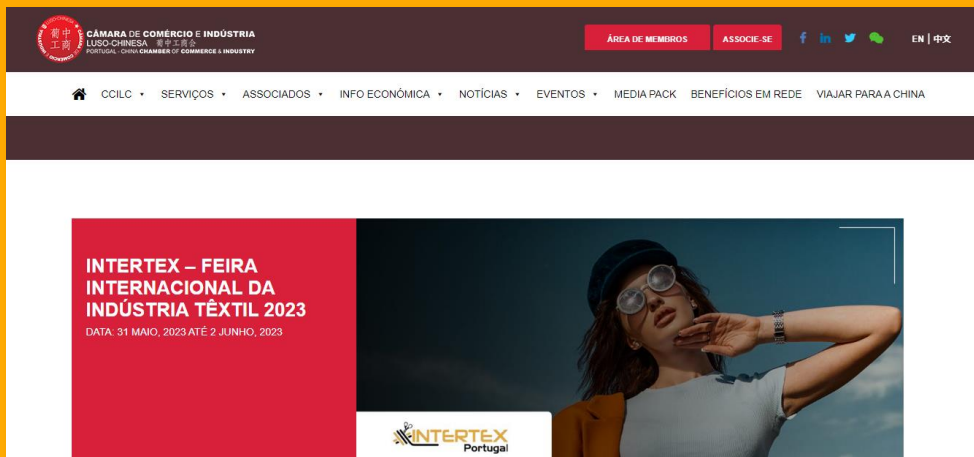


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Câmaras de
Comércio

*Chambers of
Commerce*



Câmara de Comércio e Indústria Luso-Chinesa
Portuguese-Chinese Chamber of Commerce and Industry
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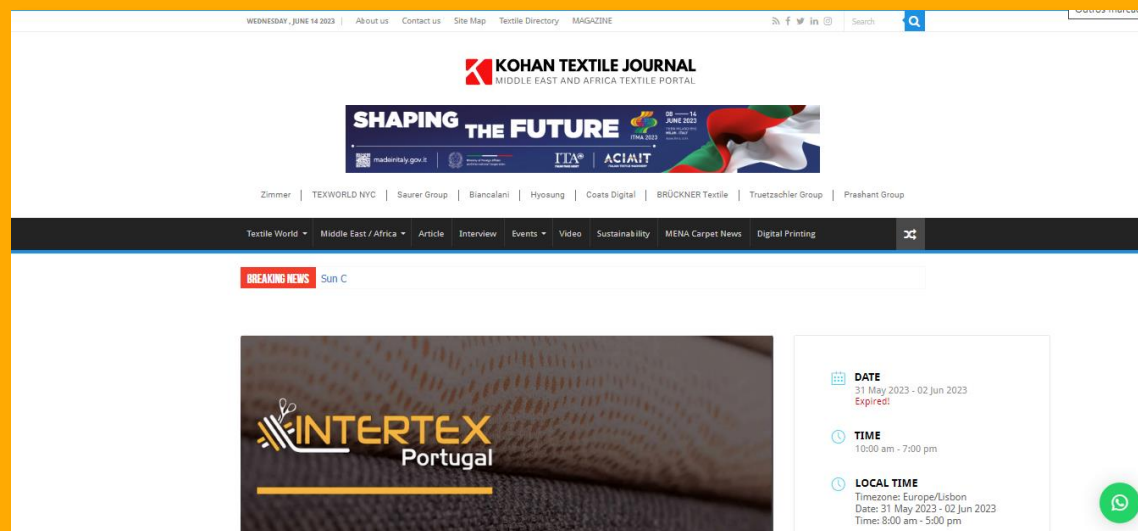


Câmara de Comércio e Indústria França-Moçambique
France-Mozambique Chamber of Commerce and Industry
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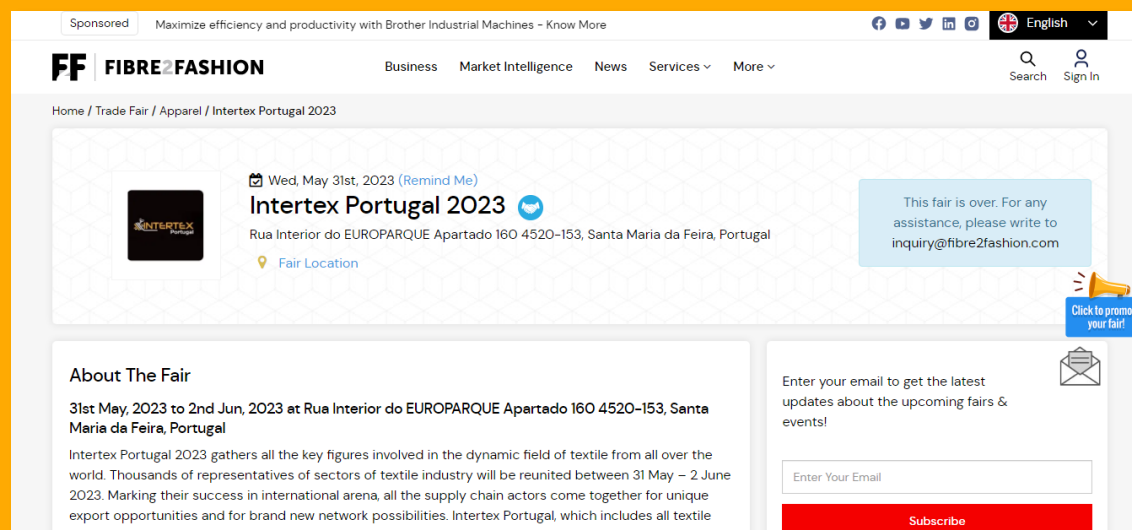


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News in the world

The screenshot shows the CBS trade shows Guide website. The header includes the CBS logo, a search bar, a language selector, and a 'Start Chat' button. The main navigation bar has 'Trade Shows Worldwide' selected, with 'by Category' and 'by Venues' options. The breadcrumb trail reads 'Home / Intertext Portugal - International Exhibition of Textile Industry'. The main heading is 'Intertext Portugal - International Exhibition of Textile Industry 2023'. Below this, there are links for 'Registration', 'Request Booths', 'Accommodation', 'Print', and 'Comments'. The event dates are 'From May 31, 2023 until June 02, 2023 - (Check Flight)'. The location is 'At Coming soon - (Show Map)'. A note says '(Please double-check the dates and location on the official site below before attending.)'. The official website is 'https://www.intertextportugal.com/'. Categories listed are 'Fashion & Beauty, Apparel & Clothing'. On the right, there is a 'Related Events' section with links to 'MakeUp in Paris', 'Shanghai International Footwear Exhibition', 'Cosmetic Business', and 'Shanghai international bags leather handbags exhibition'. The Intertext logo is also visible.

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The screenshot shows the allevents website. The header includes the allevents logo, the location 'in Santa Maria Da Feira', and buttons for '+ Create Event', 'Sign In', and a search bar. The main heading is 'Intertext Portugal 2023' with the dates 'May 31, 2023 - Jun 02, 2023' and an 'I'm Interested' button. Below this, there is an 'Advertisement' section for 'Boat me up - Lisbon Boat Tours' with a map and 'Directions' and 'Website' buttons. The 'Date & Time' section shows 'Wed May 31 2023 at 10:00 am to Fri Jun 02 2023 at 07:00 pm' with an 'Add to Calendar' button. The 'Location' section shows 'Europarque - Cidade dos Eventos, EUROPARQUE, Rua Interior do Europarque, 4520-153 Santa Maria da Feira, Portugal, Santa Maria da Feira, Portugal' with a 'View on Map' button. At the bottom, there is a 'Spread the word' section with social media icons for Facebook, WhatsApp, Twitter, LinkedIn, and Pinterest.

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A screenshot of the Intertext Portugal 2023 website. The header includes the EXPO BOOK logo, a search bar, and contact information (+7 495 120 0868). The main navigation bar lists categories like EXHIBITIONS, COMPANIES, FOR EXHIBITORS, FOR VISITORS, TENDERS, JOBS & CAREER, MEMBERS, and COMMUNITIES. A breadcrumb trail shows 'Home > Exhibitions > Intertext Portugal 2023'. The main content area features a large banner for 'Intertext Portugal 2023' with dates '31.05 – 02.06 2023' and location 'Portugal, Porto, EUROPARQUE'. A sidebar on the right has an 'Add to Selected (exhibitions)' button. Below the banner, a section titled 'International Exhibition of Textile Industry' provides a brief description of the event.

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Encontramo-nos em 2024!
See you in 2024!

21 – 23 Maio | May 21 - 23
EUROPARQUE
Santa Maria da Feira - PORTUGAL

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