

Thermalies

2012

Water and
wellness exhibition

19-22 January 2012

Carrousel du Louvre - Paris
www.thermalies.com

30th edition

An avowed success in 2011 with 32,500 visitors

A dynamic targeted message with new media partners

An advertising campaign in Paris in many targeted metro stations.

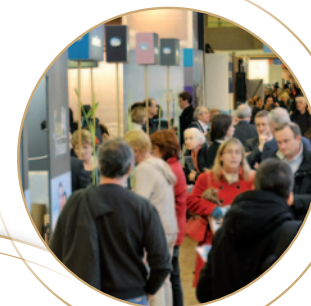
Advertising and advertorials in the main papers and magazines.

Competition games on popular Paris radio stations.

Mailings, newsletters and e-mailings sent to all our visitors and potential buyer databases.

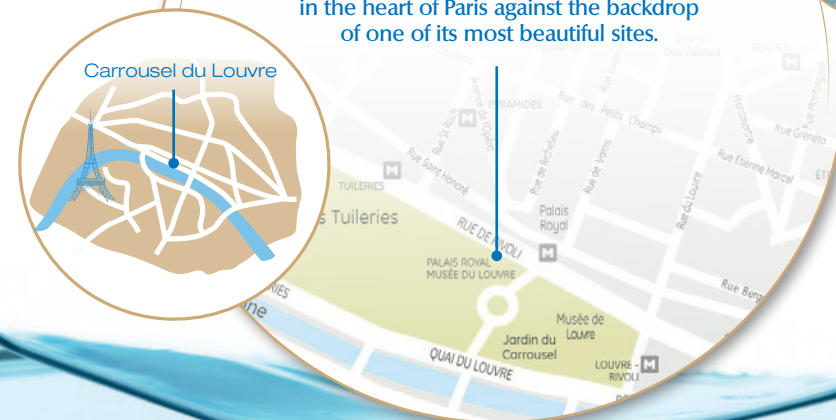
Excellent media coverage before, during and after the show

Nearly 300 journalists attended the exhibition in 2010. We counted 260 press articles and about 10 TV/radio reports during the week of the show.



Carrousel du Louvre, an outstanding venue

The Thermalies exhibition is hosted in this prestigious location, giving your products a unique profile boost in the heart of Paris against the backdrop of one of its most beautiful sites.



92% of visitors intended to come back to the exhibition.

43% of visitors said they came to the exhibition to book spa or other treatment.

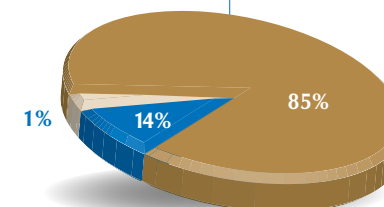
42% of visitors said they had a budget of over € 1 000 for a wellness package.

(Information from the Thermalies 2010 online survey from 11th Feb to 5th March.)

A majority of women visitors with high purchasing power

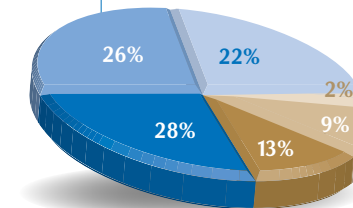
Where are they coming from ?

Paris-Paris region
Outside of Paris
Abroad



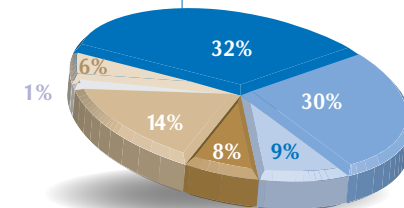
Age

under 25
26 - 35
36 - 45
46 - 55
56 - 65
over 66



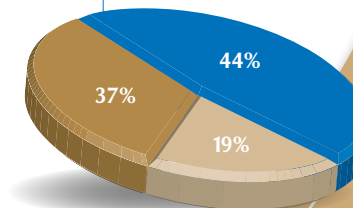
Socioeconomic group

Retired
Management and senior management
Employee
Civil servant
Professionals
Student
Other



Consumer behaviour

Thermalism
Thalassotherapy
Spa



Les Thermalies

2012

Dear Sir or Madam,
Dear partner,

This year we will be celebrating 30 years of Thermalies, the French water and wellness show. Let me take this opportunity to thank you warmly for your loyalty and continuing confidence.

Together, for this special anniversary, we will be showcasing your beauty and wellness products, from 19 to 22 January 2012, **in the most prestigious and attractive venue in Paris: the Carrousel du Louvre.**

We have many surprises in store for you such as « **My Thermalies** », the new thematic trails dedicated to visitors. New activities will offer visitors **a unique experience and the opportunity to meet with representatives from the various establishments.**

I look forward to working with you. In the meantime please have a look at our new offers through the following pages.

Kind regards,
Karelle GEYER
Deputy Commissioner

Thermalism
Thalasso Spa Health
Beauty & wellness

www.thermalies.com

Pavilions, visiting routes, activities

and events that will take

the 35,000 visitors by surprise.

6 themes, 6 pavilions

French Thalasso Therapy

Preventive healthcare in an exclusively seashore setting

Much more than the original Thalassotherapy, visitors discover the wealth of the sea and the latest trends in spa treatment. Expert coaches guide visitors to the most beautiful Thalassotherapy places in France.

Thermal springs

The properties of spa water in France

The focus is on the therapeutic qualities of spa water with treatment reimbursed by the French health service and the upsurge of wellness sessions. Health and wellness coaching guides the public to the best answer for certain medical conditions: allergies, asthma, rheumatism...

Evasion Spa

Far from the stress, Sanitas per aqua

Health through water and its perfumes or rituals. Luxury hotels and wellness centers reveal all the benefits of world steam baths, massages and saunas in a space given over to luxury and prestige.

Foreign Thermalism & Thalasso-therapy

International getaways and traditions

The public will learn more about body care, the thermal baths culture and pampering in a timeless setting in a number of international sites. Health and Wellness coaching directs visitors to different heritages and the mix of cultures.

Balneo-therapy design

Discover the technology

Showcasing the latest trends in bathroom design. The Pavilion is given over to renewing individual and professional equipment. The right place for the general public to meet experts for working out the details of their balneotherapy equipment.

Well-being Pavilion

Wellness in mind and body

An exceptional showroom for cosmetics, organics and nutrition products. All the specialists meet up to show new beauty and wellness products... in institutes or at home.



Visiting routes

For the exhibition's 30th anniversary, discover « My Thermalies » ! These thematic trails will help your customers and prospective customers to spot your products and services and guide them through the exhibition.

Choose your color !

- « Medical-Health » trails tailored responses to various ailments.
- « Elderly and fitness » trail
- « Beauty and women » trail
- « Mums , parents » trail
- « De-stress » trail
- « For men » trail

• Chefs in the kitchen

Top chefs will be at the exhibition and will invite visitors to taste their specialities.

• Dedicated spaces for relaxation and massage

The nail bar, herbal tea room, massages, activities on offer to visitors in a relaxing and friendly atmosphere.

• Expert coaching

Experts advise and guide visitors to target their search effectively.

• Let's play !

The 30th anniversary is the perfect occasion to run a competition with prestigious prizes up for grabs.

• The designer bath showroom

A well-known designer will stage a revamp of the bathroom, reinventing all its little pleasures.

• Conferences

A forum and an opportunity to share knowledge for visitors looking for information.



30th edition

Boost your profile !

For the 30-year anniversary of the Thermalies exhibition :

- your booth will be in the exhibition area which best fits your business thanks to the themed Pavilions,
- one or more of your offers will be referenced in the «My Thermalies», the new thematic trails for visitors.
- you will be guaranteed optimum coverage in the main French newspapers and magazines.

Your contacts

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UBM Medica