# LES THERMALIES

THE WATER & WELL-BEING EXHIBITION

**PARIS** 18-21 JANUARY 2018

PARIS • 18-19 JANUARY 2018

LYON 2-4 MARCH 2018

THALASSOTHERAPY • THERMAL TREATMENT • HEALTH • MEDICAL TOURISM • WELLNESS

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# LES THERMALIES THE WATER & WELL-BEING EXHIBITION

Thermalies, the leading exhibition in France for water therapy and wellness, launches its 2018 schedule, comprising 2 consumer shows and 1 trade event.

Take part in Thermalies and benefit from one of the best platforms to:

- Market your cures and treatments to an audience with high purchasing power
- Capitalise on a powerful communications campaign
- Promote your new solutions to the media.

#### #THERMALIES2018

# 6 THEMED PAVILIONS

to meet your own target audience

## FRENCH THALASSOTHERAPY

The latest trends in water therapy drawing on the benefits of sea products

FRENCH THERMAL SPRINGS

Spa treatment of a range of conditions, and fitness or wellness holidays

#### **BREAKAWAY DESTINATIONS**

Wellness holidays for all desires: a change of scenery, ancestral rituals, body care, beauty secrets, etc

#### LUXURY SPA

Prestigious establishments at which to wind down or reload, with customised treatment programmes

#### BALNEOTHERAPY DESIGN

Premium equipment and accessories for wellness professionals

#### BEAUTY & SPA CORNER NEW IN 2018

All the sundries and accessories relating to water therapy: bath robes, towels, foutas, flip-flops, care products, swimwear, bathing caps, etc 18-21 JANUARY 2018 • PARIS CARROUSEL DU LOUVRE

## THERMALIES PARIS New this year

#### A reception area at your disposal

If you would like to organise breakfasts, talks, a board meeting, a lunch, product presentations, drinks receptions or award ceremonies, a reception area is at your disposal on the Thursday and the Friday of the show.

## Thermalies Workshop

The Thermalies Workshop offers fun and friendly activities revolving around new forms of yoga (Kundalini, yin yoga, Pilates yoga, etc.), meditation (children, mature adults, teenagers, etc.) and other practices such as Qi gong, sophrology, etc. Organised by the exhibition's partners or by exhibitors, these features take place on Saturday and Sunday in a dedicated room capable of holding 30, 50 or even 100 people.

## Thalasso-thermal bloggers tour

Bloggers specialising in wellness and health will be offered the chance to go on a discovery tour around the show's partner establishments. Take advantage of this showcase to present your establishment to these influencers.

#### Plus these regulars:

• Special events on stands: your own highlights will be promoted to visitors through e-mailshots, web sites and on social media

EXHIBITIONS: KEY FIGURES PARIS

31,500 VISITORS

300 EXHIBITORS

34 TALKS AND

SPECIAL EVENTS

• The essentials: hands-on workshops, massage areas, and the Thermalies grand prize draw

2-4 MARCH 2018 • LYON LA SUCRIÈRE

## THERMALIES LYON New this year

## Introduction of a Yoga Workshop and meditation

**Space** to allow visitors to discover the benefits of these methods.

### Thalasso-thermal bloggers tour

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#### Plus these regulars:

EXHIBITIONS: KEY FIGURES LYON 4,500 VISITORS

160 EXHIBITORS

16 TALKS AND

SPECIAL EVENTS

- Themed talks given by health and wellness specialists
- Your special features promoted in the exhibition's communications tools

#### Located in the heart of Lyon city centre on the

banks of the River Saône, La Sucrière is hosting Thermalies Lyon for its second edition in 2018. With this historical listed building as its home, the show will benefit from a modular, fully refurbished and airy space: a venue generally used by the arts, culture and exhibitions.

The facility is very well-known to the Lyon public and has good public transport connections and a car park also nearby.







The Thermalies exhibition for professionals

#### THURSDAY 18 and FRIDAY 19 JANUARY 2018

**PARIS** CARROUSEL DU LOUVRE Salle Soufflot

Thermalies Business is open exclusively to the suppliers of thalassotherapy facilities, thermal baths and spas and other wellness institutes, presenting innovations in equipment, treatments or cosmetics.

**#THERMALIESBUSINESS** 

## NEW THIS YEAR 1<sup>ST</sup> EDITION

# 2 BUSINESS-PACKED DAYS to

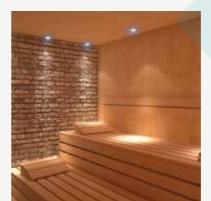
- PRESENT YOUR INNOVATIVE TREATMENTS on-trend
   treatments and flagship products
   to help operators prepare their
   2019 ranges or their new treatment
   programmes.
- TAKE ADVANTAGE OF A SPACE AT YOUR DISPOSAL to hold demonstrations or special events.
- BENEFIT FROM BUSINESS MEETINGS organised with health and wellness institutes, hoteliers and spas in search of specific products.
- ENTER THE THERMALIES
  BUSINESS INNOVATION

AWARDS by submitting your most innovative products to a vote by professionals.









# A COMMUNICATIONS PLAN DEDICATED

# dedicated to this new event

Partnerships with specialist trade titles in hospitality, health, wellness, fitness and beauty.

Support from the trade federations in the health and wellness sectors.

A media space plan focussed on healthcare, wellness and spa professionals: hoteliers, spa managers, doctors from thermal institutes and thalassotherapy centres, sports club managers, managers of beauty salons, etc.

9-sqm modules starting at €3,700 excl. VAT including partition EXCLUSIVE OFFER LIMITED TO 50 EXHIBITORS EXHIBITORS including partition walls covered cotton fabric, carpeting, lighting, stand sign, 1 counter and two high stools.

## A WIDE-RANGING COMMUNICATIONS PLAN to attract a targeted and affluent audience to the consumer events Thermalies Paris and Lyon.



• A display advertising campaign in the Paris metro and at strategic locations in Lyon.

• Advertisements and editorial content in major health, women's and mature lifestyle magazines.

• Internet: 2 dedicated websites, 220,000 pages viewed in 2017.

 Social media reach: 130,000 people reached in Paris & Ile de France and 120,000 in the Rhône-Alpes region on Facebook, Twitter, Instagram and the Thermalies Blog.

Interactive presence on high-audience affinity sites through web banners and advertorials.



- Distribution of free invitations and e-mail campaigns to our visitors using our partners' lists and new top-end social category lists.
- A press office dedicated to both exhibitions, generating substantial media interest: 400 articles for Thermalies
   Paris and 325 journalists and bloggers at the show. 180 articles dealing with the 1st edition of Thermalies Lyon, including 13 radio/TV shows.

# EXHIBIT and COMMUNICATE

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