



# LES THERMALIES

THE WATER & WELL-BEING EXHIBITION

**PARIS**  
18-21 JANUARY 2018



**NEW THERMALIES BUSINESS**  
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
- **The essentials:** hands-on workshops, massage areas, and the Thermalies grand prize draw

**2017  
EXHIBITIONS:  
KEY FIGURES  
PARIS**

**31,500 VISITORS  
300 EXHIBITORS  
34 TALKS AND  
SPECIAL EVENTS**



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**

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:

- **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.



**2017 EXHIBITIONS: KEY FIGURES: LYON**

**4,500 VISITORS**

**160 EXHIBITORS**

**16 TALKS AND SPECIAL EVENTS**







## LES THERMALIES Business

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.

EXCLUSIVE  
OFFER  
LIMITED TO 50  
EXHIBITORS

9-sqm modules starting  
at €3,700 excl. VAT  
including partition  
walls covered  
with beige  
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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