

24-27 JANUARY 2019 • PARIS - CARROUSEL DU LOUVRE

8-10 FEBRUARY 2019 • LYON - LA SUCRIÈRE



LES THERMALIES

THE WATER & WELL-BEING EXHIBITION



THALASSOTHERAPY • THERMAL TREATMENT • HEALTH • SPA • BALNEOTHERAPY DESIGN • WELLNESS



www.thermalies.com

Spas
Organisation



Les Thermalies

the leading exhibition
in France for water therapy
and wellness, offers you two
consumer shows.



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

Market

Your cures, services and treatments to
an audience with high purchasing power

Take Advantage

Of a powerful communications campaign

Develop

Loyalty from your customers with
your new offerings

Promote

Your new solutions to the media

Thermalies Paris

Carrousel du Louvre

With its 37-edition history,
the imperative "must-attend" exhibition

30,000

Visitors

280

Exhibitors

35

Talks and
special events

Thermalies Lyon

La Sucrière

The show that never stops growing:
20% more visitors compared with 2017

5,800

Visitors

160

Exhibitors

16

Talks and
special events

An **approved** concept

95%

Exhibitor
satisfaction rate

€1,023

Average
spend

Take part in **both shows** and meet **your future customers**

6 themed pavilions to meet your 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.



Spa Break

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



Balneotherapy design

Premium equipment and accessories for wellness professionals



Health and wellness

Sports and wellness equipment in a dedicated space



New in 2019:



Bath Space, new in 2019

A kiosk on an open area with a bathroom showroom (shower-hammam, sauna, spa bath, etc.) recreating at-home water therapy and a design-led boutique for all spa accessories (bathrobes, towels, swimsuits, etc)



Treatment Space, new in 2019

In a relaxing and minimalist setting, visitors will be offered the chance to enjoy a full range of treatments: body, face, massage, manicure, pedicure, hair, etc.



Seaweed Bar

A kiosk on an open area for all exhibitors marketing seaweed-based products



"First-time exhibitor" space

Area dedicated to new exhibitors taking part in Thermalies for the very first time



Launch of a workshop area

Yoga, meditation, Pilates, posturology, and still our conference room to promote your services



A wide-ranging communications plan

- 🌱 To attract a **targeted and affluent audience** to the Thermalies Paris and Lyon consumer events
- 🌱 **Substantial media coverage** before, during and after the exhibitions
- 🌱 A **display advertising** campaign in the Paris metro and at strategic locations in Lyon
- 🌱 **Social media** outreach
- 🌱 **Interactive presence** on similar-interest websites
- 🌱 **Advertisements and editorial content** in major health, women's and mature lifestyle magazines
- 🌱 **Distribution** of free invitations and e-mail campaigns
- 🌱 A **press office** dedicated to both exhibitions, generating substantial media interest



To exhibit and advertise:

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