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











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

Talks and special events

Thermalies **Lyon**

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

5.800

Visitors

160

Exhibitors

Talks and special events

An approved concept

95%

Exhibitor satisfaction rate €1.023

Average spend

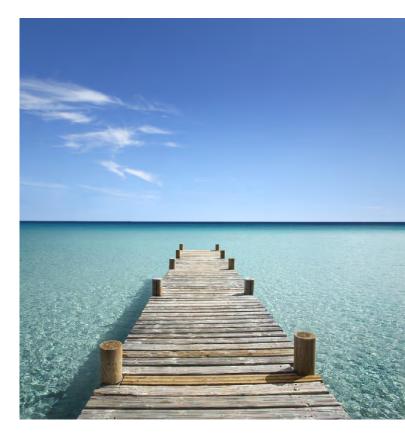
Take part in both shows and meet your future customers

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
- W 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







- 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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