



LES THERMALIES

THE WATER & WELL-BEING EXHIBITION

23-26
January
2020 PARIS

14-16
February
2020 LYON

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



www.thermalies.com



#Thermalies2020

LES THERMALIES, the essential exhibition to promote and sell your treatments and products to a targeted clientele



2019 EXHIBITIONS KEY FIGURES



> THERMALIES PARIS CARROUSEL DU LOUVRE



> THERMALIES LYON LA SUCRIÈRE



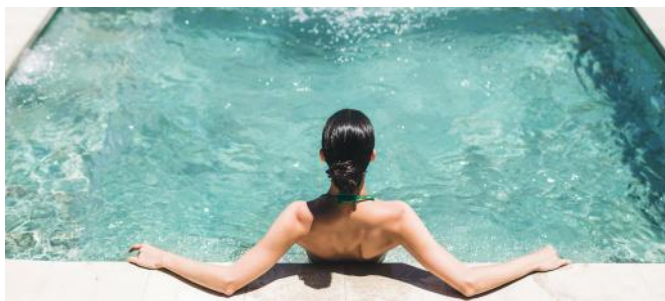
TAKE PART IN LES THERMALIES IN PARIS AND LYON

- > **Market** your cures, products and treatments to a targeted clientele
- > **Capitalise** on a powerful communications campaign
- > **Develop loyalty** from your customers with your new offerings
- > **Hold talks and/or workshops** to shine a spotlight on your business
- > **Promote** your new solutions to the media



A PREDOMINANTLY FEMALE VISITOR AUDIENCE

Build a special relationship with a premium female clientele. Women account for **70% of visitors** to Les Thermalies and come to the show to book spa breaks or treatments





6 THEMED PAVILIONS

- 1 FRENCH THALASSOTHERAPY**
The latest trends in water therapy drawing on the benefits of sea products
- 2 FRENCH THERMAL SPRINGS**
Thermal cures of a range of conditions, and fitness or wellness holidays
- 3 FOREIGN DESTINATIONS**
Thalassotherapy, Spa and thermal treatment abroad
- 4 LUXURY SPA**
Prestigious establishments at which to wind down or reload, with customised treatment programs
- 5 BALNEOTHERAPY DESIGN**
Premium equipment and accessories for wellness professionals
- 6 BATH SPACE**
Bathroom showroom recreating at-home water therapy and a design-led boutique for all spa accessories (bathrobes, towels, swimsuits, etc)

3 NEW FEATURES IN 2020

- 1 SPIRIT & TRAVEL**
Places to recharge, sporting, wellness, spiritual and meditation retreats, detox or fasting breaks with or without walking, Ayurveda treatments, etc.
- 2 HEALTH SERVICES**
An area dedicated to healthcare prevention, equipment and treatments, offering services, advice, screening and information to visitors.
- 3 ANTI-AGING – TREATMENTS**
Cosmetics, nutri-cosmetics, institutes, clinics and other establishments dedicated to anti-aging.

SENSES & EXPERIENCES

- › **HYDRATION BUBBLE**
A hydration area for exhibitors offering healthy and natural beverages (juices, teas, herbal infusions, etc.)
- › **WORKSHOPS**
To hold classes in yoga, meditation, Pilates, sophrology, self-massage, etc
- › **TALKS**
To promote your spa breaks and products during the show
- › **TREATMENTS & MASSAGES**
Stands dedicated to health and wellness treatments for visitors



A WIDE-RANGING COMMUNICATIONS PLAN and a range of solutions to increase your brand visibility

Find all the stand options in the application form

Discount of 3%* on bookings made before 13/09/2019

Meet a targeted audience with high purchasing power

- › **Substantial media coverage** before, during and after the exhibitions
- › 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
- › **Social media** outreach
- › **Interactive presence** on similar-interest websites
- › **Distribution** of free invitations and e-mail campaigns
- › A **press office dedicated to both exhibitions**, with a large number of journalists in attendance at the show and substantial media coverage.

Optimise your participation by choosing the right stand formula

	PARIS	LYON
› Bare stand	€520 excl. VAT/m ²	€335 excl. VAT/m ²
› Pre-equipped stand	€625 excl. VAT/m ²	€395 excl. VAT/m ²
› Fully fitted stand	€765 excl. VAT/m ²	€430 excl. VAT/m ²
› Luxury Spa stand	From €6,885 excl. VAT	From €3,870 excl. VAT
› First exhibition stand..... (in a dedicated area)	€270 excl. VAT/m ²	€180 excl. VAT/m ²

Promote your presence

	PARIS	LYON
› Logo Package	€620 excl. VAT	€400 excl. VAT
› Full page.....	€1,000 excl. VAT	€500 excl. VAT
› Advertising banners on Thermalies web pages	From €1,530 excl. VAT	From €750 excl. VAT
› Your flyer in the mailshot sent to previous visitors	€3,100 excl. VAT	€3,100 excl. VAT
› Your video on the screens of the exhibition, on our websites and social media	€2,500 excl. VAT	not available

* excluding registration fees and derivative products

YOUR CONTACTS

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