



# LES THERMALIES

THE WATER & WELL-BEING EXHIBITION



19-22 January 2023 • PARIS  
January 2023 • LYON

THALASSOTHERAPY  
THERMAL CURES  
HEALTH  
SPA  
BALNEOTHERAPY DESIGN  
WELLNESS

[www.thermalies.com](http://www.thermalies.com)



#LesThermalies2023

Spas  
Organisation

# Two imperative consumer events to promote your treatments and products to a targeted clientele

## SELL

your cures, products and treatments to a premium visitor audience and increase your turnover

## SPEAK OUT

at talks and workshops and shine a spotlight on your business

## DEVELOP LOYALTY

among your customers with your new offerings

## CAPITALISE

on a wide-reaching communications campaign

## PROMOTE

your new solutions to the sector's journalists

## MEET

your new customers

## 7 themed pavilions

### French Thalassotherapy

Spa treatments and activities harnessing the benefits of seawater.

### Luxury Spa

A prestigious space for top-end hotels offering wind-down or reload stays.

### Health Services

An area dedicated to healthcare prevention, equipment and treatments, offering services, advice, screening and information to visitors.

### Foreign destinations

Thalassotherapy and spa treatment abroad.

### French Thermal Springs

Medical spa treatments and short breaks drawing on the benefits of mineral water.

### Balneotherapy design

The latest technological innovations in equipment and fittings for wellness, balneotherapy and fitness.

### Anti-aging / treatments

Cosmetics, nutri-cosmetics, institutes, clinics and other establishments dedicated to the prevention of aging.

## The leading water and well-being exhibition

Thermalies Paris,  
Carrousel du Louvre

 27,000  
visitors

 285  
exhibitors

 60 talks and  
special events


Thermalies Lyon

 6,500  
visitors

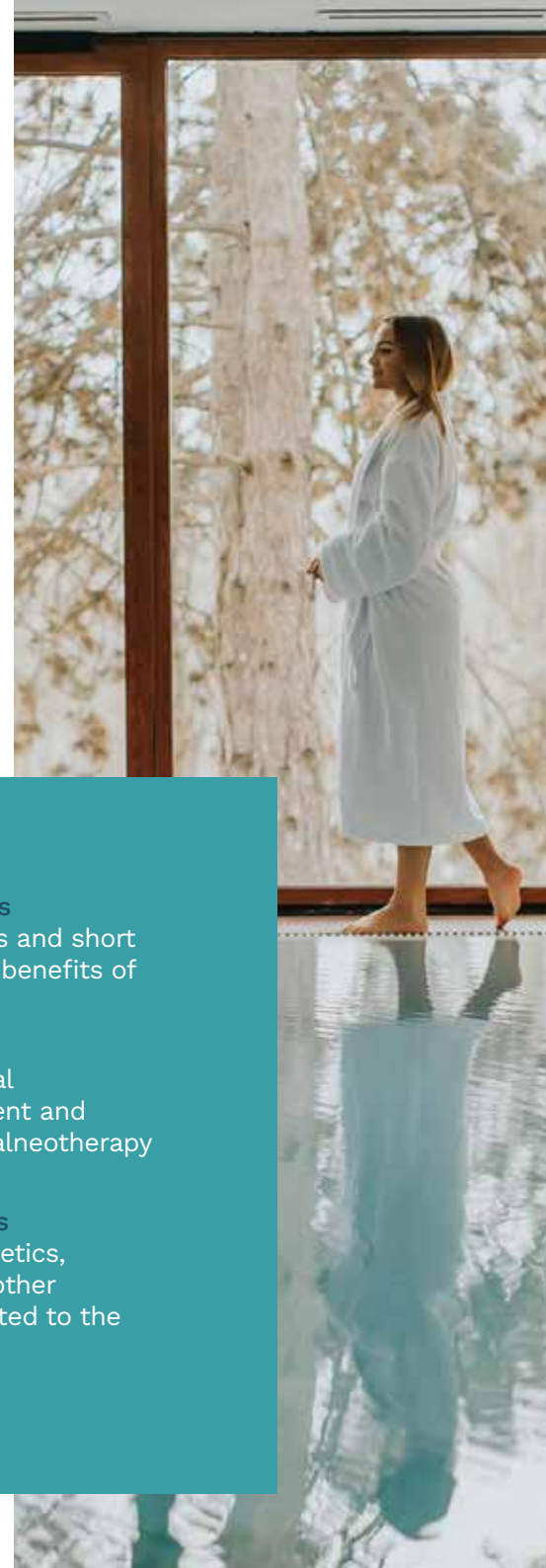
 150  
exhibitors

 20 talks and  
special events

## A premium visitor audience

 80%  
of visitors make  
purchases at the  
show

 €1,130  
Average basket





## New in 2023



### Les jeudis Thermalies (Thermalies Thursdays)

Once a month on the Thermalies website, high-visibility and topical themes will be discussed by leading experts. A moment of discovery and wellness to stay in touch with Thermalies all year round.

*Only on the Thermalies Paris website*



### Europe Zone

A spotlight on European destinations in high demand from visitors.

### Breakout zone

A rest area available for sponsorship to offer visitors a chance to discover your establishments, care products or region through a range of sources of information such as virtual reality, leaflets, brochures, etc.



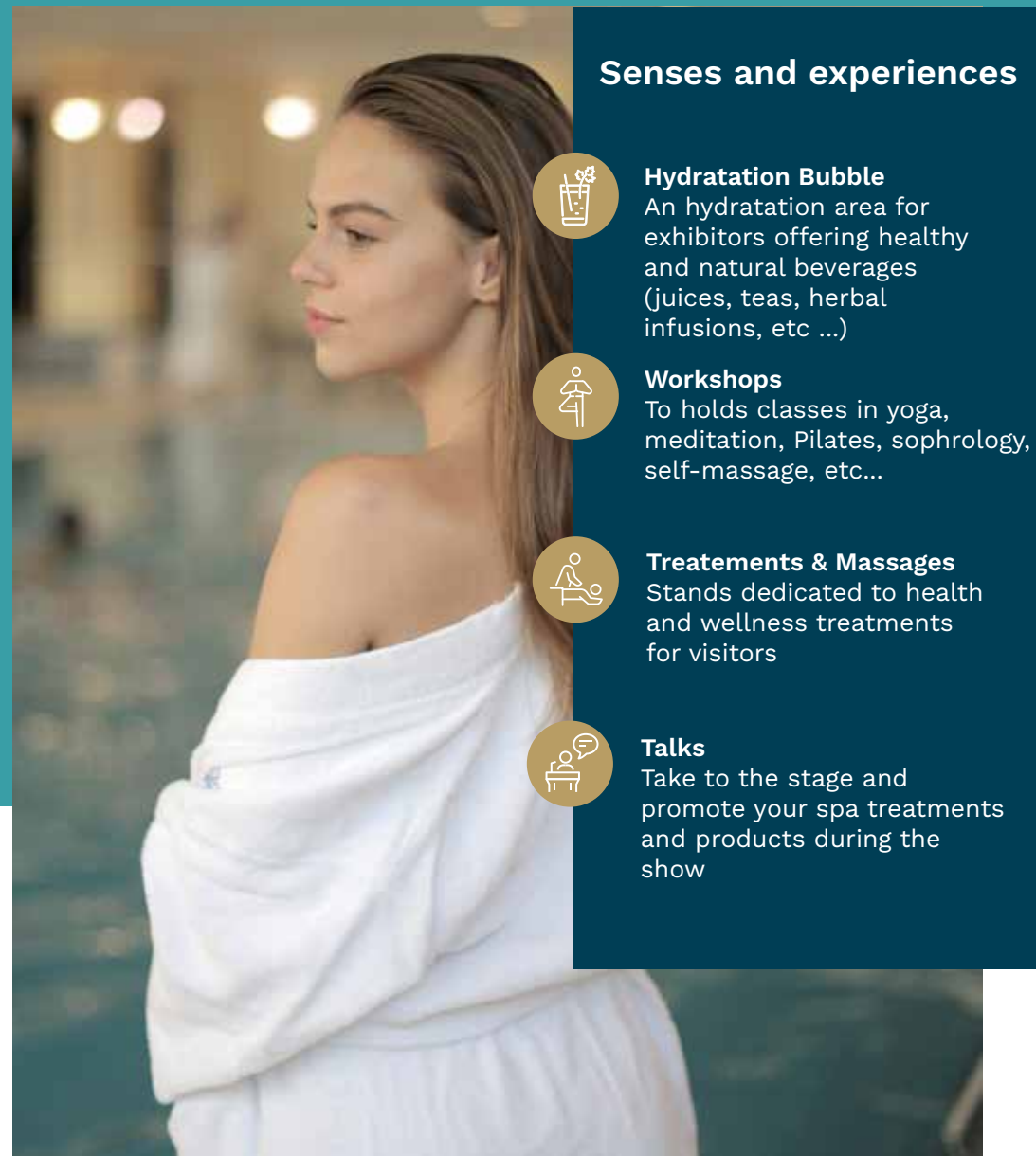
### Tourism Zone

Holiday villages, senior citizen breaks, tourist activities nearby the spa: offer your services to our visitors.



## A wide-rangin communications plan and a range of solutions to increase your brand visibility

- ~ **Substantial media coverage before, during and after the exhibitions** towards an efficient clientele
- ~ **Free invitations mailed out** to our high-end visitors, in addition to the invitations you send to your own customers
- ~ **A press office** targeting general the interest and specialist media in affinity with your targets
- ~ **A display advertising campaign** in the Paris metro and at strategic locations in Lyon



## Senses and experiences



### Hydratation Bubble

An hydratation area for exhibitors offering healthy and natural beverages (juices, teas, herbal infusions, etc ...)



### Workshops

To holds classes in yoga, meditation, Pilates, sophrology, self-massage, etc...



### Treatments & Massages

Stands dedicated to health and wellness treatments for visitors



### Talks

Take to the stage and promote your spa treatments and products during the show

- ~ **Interactive presence** on similar-interest websites
- ~ **Advertisements and editorial content** in major health, women's and mature lifestyle magazines
- ~ **A strategic action plan to reach new targets**
- ~ **Launch of an influence-ambassador programme**

## Optimise your participation by choosing the right stand formula

Paris	Before September 2, 2022	After September 2, 2022
~ Bare Stand	€520 HT/m <sup>2</sup>	€535 HT/m <sup>2</sup>
~ Pre-equipped Stand	€624 HT/m <sup>2</sup>	€643 HT/m <sup>2</sup>
~ Fully Fitted Stand	€761 HT/m <sup>2</sup>	€785 HT/m <sup>2</sup>
~ Luxury Spa Stand	From €6,817 HT	From €7,028 HT

For Thermalies Lyon, please contact us.

## Promote your presence

	Paris
~ Logo Package	€632 HT
~ Advertising banners on the home page of the Thermalies website	€2,080 HT
~ Advertising banners on the inside pages of Thermalies website	€1,560 HT
~ Your advert displayed in the Paris underground	€6,120 HT
~ Your video on the screens of the exhibition, on our websites and social medias	€2,550 HT

Find all the stand in the application form.

## Your contacts :

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