

CONTACTS AND ADDRESSES

Information and registration

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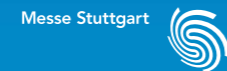
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Organisers



Deutsche Gesellschaft für das Badewesen e.V.
Alfredstraße 73 | 45130 Essen (Germany)



Landesmesse Stuttgart GmbH
Messeplazza 1 | 70629 Stuttgart (Germany)

PRICES FOR 2012

| STAND TYPE | AREA Euro/m ² | BASIC PACKAGE Stand construction without area Euro/m ² | COMPLETE PACKAGE Stand construction furnishings, service without area Euro/m ² |
|----------------|-----------------------------|--|--|
| › ROW STAND | € 150 € 140* | from € 70** | from € 108** |
| › CORNER STAND | € 166 € 156* | from € 70** | from € 108** |
| › END STAND | € 175 € 165* | from € 70** | from € 108** |
| › ISLAND STAND | € 180 € 170* | from € 70** | from € 108** |
| › OPEN AREA | € 85 € 75* | | |

* Early-booking discount valid until 31.01.2012.
** An overview of all stand construction offers is available
in the registration documents (Prices excl. VAT).

Position at: May 2011 | Landesmesse Stuttgart GmbH | Subject to change.



› www.xing.com/net/interbad



› www.twitter.com/interbad

WWW.INTERBAD.DE

EXHIBITOR INFORMATION

Key to markets

Messe Stuttgart



interbad



MESSE STUTT GART II 9 – 12 OCTOBER 2012

inspiring elements



INTERNATIONAL TRADE FAIR FOR SWIMMING POOLS, SAUNAS
AND SPAS WITH CONGRESS FOR POOL AND BATH TECHNOLOGY

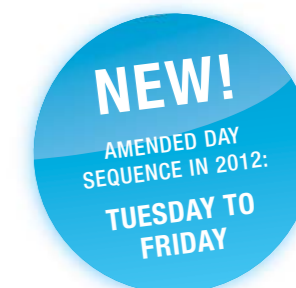
IRRESISTABLE – BEING THE CENTRE OF ATTENTION

Your product makes people happy. It is beautiful, brings joy and brightens up the day. Your services improve, encourage, update, inspire. Your offering is new, highlights, sets the tone – many reasons to present at interbad. The best? Here you meet people who are interested specifically in your offering. From the private individual to the investor – impress the public at the international trade fair for swimming pools, saunas and spas.



SOUGHT-AFTER HOTSPOT IN THE FEEL-GOOD INDUSTRY

SWIM WITH THE BIG FISH



INTERNATIONAL INDUSTRY MEETING POINT: INTERBAD 2012

The business with the feel-good worlds is a tough business. Themes such as energy efficiency, minimum use of materials and sustainable management concepts have been present for a long time. The pressure to continuously create innovative products and new services which also satisfy these demands is thus kept high. And every two years it attracts an interested public to interbad who are not only open to innovation, but who are also willing to invest more.

Visitor target groups and focus on industries:

- › LOCAL AUTHORITIES,
PUBLIC BATHS AND POOLS
- › SWIMMING POOL CONSTRUCTION
COMPANIES, RETAILERS
- › HOTELS
- › SAUNAS
- › PHYSIOTHERAPISTS
- › DESIGNERS, ARCHITECTS, CONSULTANTS
- › HEALTH, CURATIVE AND THERMAL SPAS
- › PLUMBERS AND FITTERS
- › PRIVATE INVESTORS
- › FITNESS STUDIOS

REVIEW OF 2010: EXHIBITOR RECORD AND CONSTANTLY HIGH VISITOR FIGURES

INTERBAD – A PERMANENT FIXTURE IN STUTT GART

SYMBIOSIS TRIGGERED FROM TRADE FAIR, CONGRESS AND ACCOMPANYING PROGRAMME

interbad sparkles like a fresh whirlpool. It's the place to be! Over 15,000 visitors to the trade fair and over 1,000 participants in the congress availed themselves of the diverse information offering, which ranged from the small product innovation to the presentation of the new award "Public Value Award for the public swimming pool". The theme of spas remained the area with the greatest growth potential and the Spa Market Conference established itself excellently as an attractive addition.

EXPANDED CATCHMENT AREA AND VISITOR QUALITY WITH RATINGS

The idea to make Stuttgart the permanent venue of interbad has paid off: In addition to a new exhibitor record, the trade fair was also able to attract significantly more visitors coming from distances greater than 300 km in 2010. The number of international visitors also rose. The exhibitors were also very satisfied with the quality of the visitors: As well as maintaining customer relationships, they recorded extensive business deals.

Trade fair results:

- › 91% of visitors are involved directly in procurement decisions.
- › 41% of visitors came with specific intentions to invest.
- › 48% of visitors select interbad as the only trade fair to visit.
- › 4 von 5 visitors would recommend interbad.



› 32,600 m²
EXHIBITION SPACE

› 1,100
CONGRESS
PARTICIPANTS

› 15,683
VISITORS FROM
42 COUNTRIES

› 460
EXHIBITORS FROM EUROPE,
ASIA AND NORTH AMERICA

POOLS AND BATHS – AND EVERYTHING THAT CREATES AN EXPERIENCE FROM WATER

DESIGN, STRUCTURE, TECHNOLOGY, EQUIPMENT AND FACILITIES, CLEANING AND DISINFECTION



COSTS, CUSTOMERS AND HYGIENE

The perfect combination of both a necessary and optional element is paving the way for success for swimming pools and baths, also in the future. The themes of energy consumption, energy efficiency and energy management are burning issues for all bath operators because these are the number one cost drivers. Heat recovery is an approach used here. Also hygiene, water treatment, management concepts and pool and bath marketing remain key topics. Then the optional elements can be considered: architecture, equipment and lighting permit positioning and profiling. Do you have any solutions? Introduce your services and business activities!

TRENDS AND THEMES

› NATURAL POOLS IN OUTDOOR AREAS

The swimming pond with the latest technology
Integrated arrangement of pool and garden

› LIGHT EFFECTS

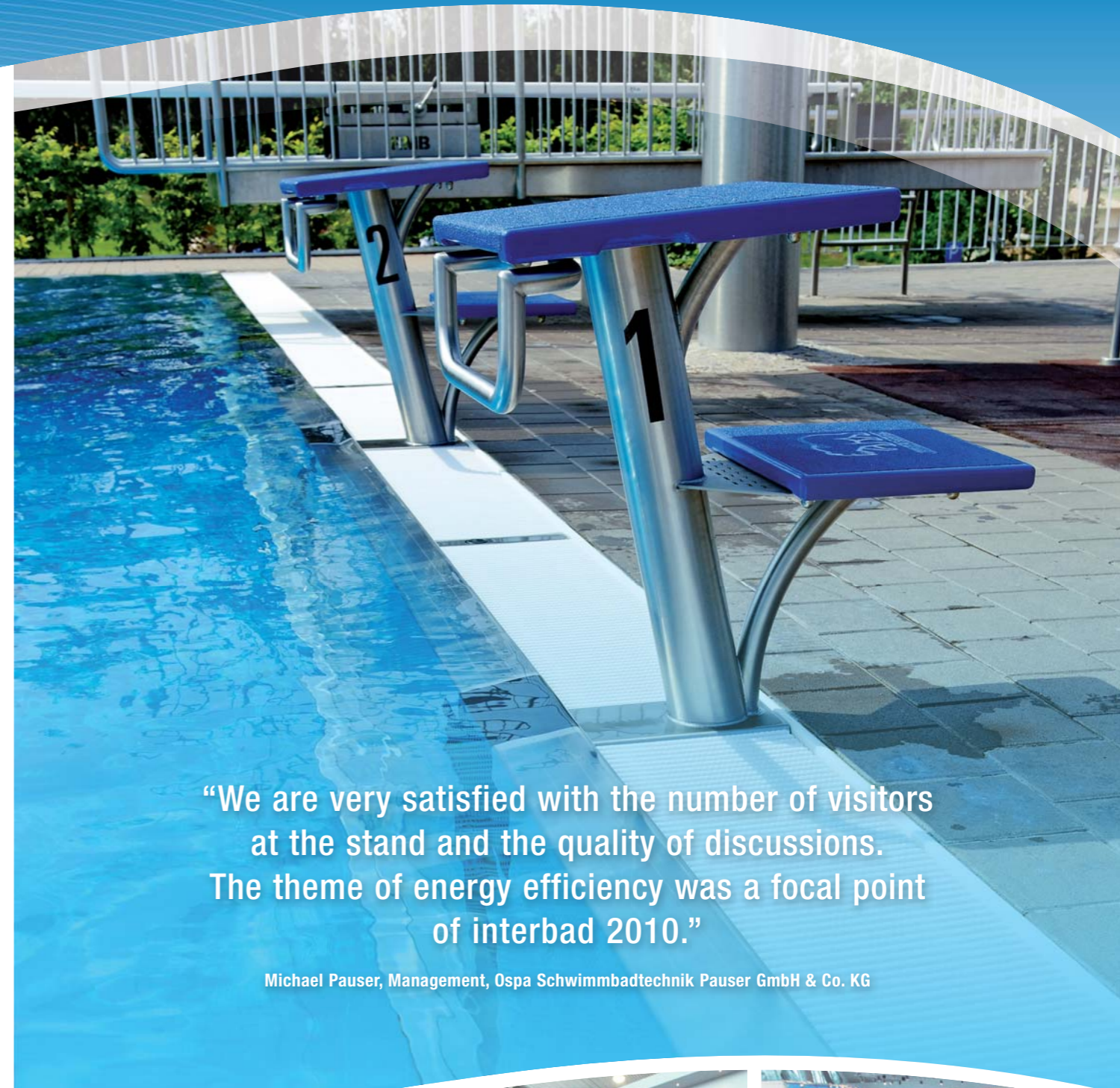
Feel good at the touch of a button. Underwater spotlights with state-of-the-art LED technology

› ENERGY SAVINGS

Save on power with ultra-modern covers, solar systems, heat pumps and cogeneration units

› POOL

Individual pool shapes



“We are very satisfied with the number of visitors at the stand and the quality of discussions. The theme of energy efficiency was a focal point of interbad 2010.”

Michael Pauser, Management, Ospa Schwimmbadtechnik Pauser GmbH & Co. KG



time-out from everyday life

SAUNAS – THE HOT KICK FOR THE IMMUNE SYSTEM

DESIGN, STRUCTURE, TECHNOLOGY, EQUIPMENT AND FACILITIES, CLEANING AND DISINFECTION



LET THERE BE LIGHT!

The classic sauna is transforming itself more and more into a comprehensive wellness oasis – with a high standard of technology. Software solutions for control purposes are now in use, as are LED systems for lighting and infusions for aromatherapy. The functions alone are not enough – the demands on the design are also growing and go hand in hand with the requirement for individuality. That’s exactly how you feel? Then use interbad to boost your business!

TRENDS AND THEMES

› DESIGN/INDIVIDUALITY

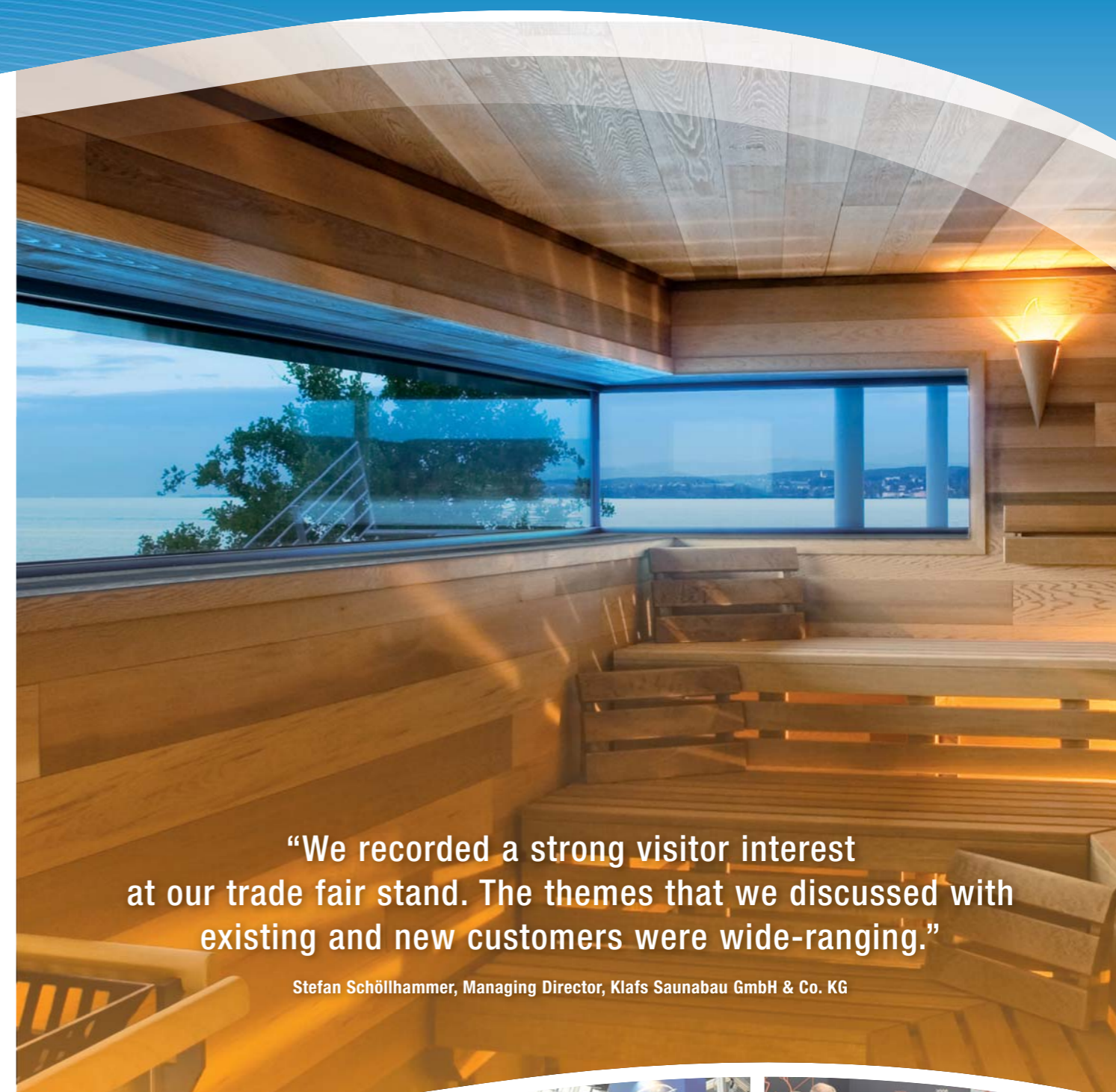
More light, more glass, less wood

› SUSTAINABILITY/ECOLOGY

Local woods are pushing tropical woods aside

› EMOTIONALISATION WITH LIGHT, SOUND AND AROMA

Away from simple sweating to infusions with increased values of experience



“We recorded a strong visitor interest at our trade fair stand. The themes that we discussed with existing and new customers were wide-ranging.”

Stefan Schöllhammer, Managing Director, Klafs Saunabau GmbH & Co. KG



SPA – THE GENTLE EXERCISE WITH POWERFUL POTENTIAL

ACCESSORIES FOR MEDICINAL BATHS AND SAUNAS, TREATMENTS, APPLICATIONS AND HEALING METHODS, FITNESS, TRAINING AND WELLNESS MACHINES, SOLARIUMS, BEAUTY AND COSMETICS, AMBIENCE AND DESIGN



EVER-INCREASING TREND

Whether it is wellness oases in private homes or professional spas – the offering is diverse and the demand huge on all levels. Spas and wellness facilities are the effective and trendy elements on the way to achieving a healthy work/life balance or used as part of active burnout prevention. Spas start off with beauty treatments and do not stop at architecture and creative interior design. Your offering follows the trend? Be a part of it all at interbad!

TRENDS AND THEMES

› HARDWARE

Natural materials on the up

› GREEN BUILDING/GREEN SPA

Construction with a view to protecting materials and sustainability

› SPAS WITH AN ASIAN/ZEN STYLE

Design features from the Far East

› HOTEL

Couple spaces as spa in spa

› PRIVATE SPA

Harmonious integration of feel-good oases in private spatial concepts

› SOFTWARE

Training of spa personnel

› LOUNGERS

Pendulum loungers

› CARE/VITALITY

Natural cosmetics, anti-aging, oxygen showers



“interbad is a successful European industry meeting point and therefore a “must” for us. The mega trend of wellness is reflected in the wide-ranging concept and can still be further enhanced. The increasing interest in wellness offerings from large companies and airports is exciting.”

Paul Haslauer, Managing Director, Haslauer GmbH



64TH CONGRESS FOR POOL AND BATH TECHNOLOGY

FIRST-HAND CONSOLIDATED KNOWLEDGE



WELL-ESTABLISHED EVENT IN POOL AND BATH TECHNOLOGY

The congress for pool and bath technology organised and hosted by the German Association for the Recreational and Medicinal Bath Industry is the hotspot for trends, market-related themes and new updates to regulations. A variety of presentations, workshops and seminars offer consolidated knowledge on the themes of “Public pools and baths”, “Physiotherapy”, “Saunas”, “Swimming pool personnel” and “Private pools and baths”.

The information offering ranges from the design of systems to active customer relationship management and sustainability of renewable energies to the latest trends in the treatment of swimming pool water.

As an established event, the congress constantly attracts a high number of interested participants. We are happy to send you the detailed congress programme after it has been published upon request.



- › A. SYMPOSIUM: PUBLIC POOLS AND BATHS
- › B. SYMPOSIUM: PHYSIOTHERAPY
- › C. SYMPOSIUM: SAUNAS
- › D. SYMPOSIUM: SWIMMING POOL PERSONNEL
- › E. SYMPOSIUM: PRIVATE POOLS AND BATHS

SPA MARKET CONFERENCE

THE FORUM FOR CURRENT THEMES AND TRENDS

SPA MARKET
Conference

09.-10.10.2012

IN THE SPIRIT OF “STYLE AND SPA” AND “SALES AND SPA”

Investment terms of five years are the limit. Renovations to interior design or the introduction of new hardware elements and highlights should not be left any longer. The guest notices investments immediately. The Spa Market Conference will present the elements that are currently en vogue.

“Generating more profits in the booth” is another focus: make appointments from 09.00 – 21.00, find customers, motivate guests, book treatments, massages and facials. How can daily business be structured to make a profit?

The marketing concept comes before the daily business. What are the current industry trends? How many USPs can or must it have so that an innovative spa concept can be implemented? The trend report from the USA and Asia provides a look to the future – what promises success also in Europe?

MARKETING SUPPORT – DOUBLE DOSE OF ATTENTION

TAIL WIND FOR YOUR MARKETING STRATEGY

ADDITIONAL PRESENCE: INNOVATION PLATFORM

The number of contacts is a parameter of successful communication. One way to obtain a sudden and remarkable increase in the number of contacts at interbad is the presentation of your new product on the independent innovation platform. Interested? Then register! We will be happy to discuss the options with you.

MARKETING WITH SUPPORT

Each event benefits from the marketing measures of all its participants. To advertise your appearance at interbad in an effective and cost-efficient manner, we provide you with all advertising media as part of the marketing package at no additional cost. The additional intensive advertising of interbad by Messe Stuttgart and the media partners is a further communication channel, also for your trade fair appearance.

› VISITOR BROCHURES

› MINI VISITOR BROCHURES

incl. admission code for a free day ticket with your logo (b/w), stand number and address (optimised postage)

› ANNOUNCEMENT POSTERS

› LETTER STICKERS (no postal value)

› FREE ADMISSION CODES

unlimited – for free day ticket, printed or as a CSV file

› ONLINE ADVERTISING BANNER

- › individualised text, structured
- › standard, animated or structured

› LOGOS

for imprint on your advertising material



STUTT GART – FULL OF ALL GOOD THINGS

CENTRALLY LOCATED AND EASILY ACCESSIBLE

NEXT EXIT: STUTT GART

The trade fair grounds are located in the open countryside but not off the beaten track. They are easily accessible by plane, car and train. No matter how you and your customers arrive – with just a few steps you'll be in the thick of the action at the trade fair. The suburban rail leaves the main train station every 20 minutes, the exit off the A8 leads directly to the car park and the neighbouring airport is serviced daily by 55 airlines.

STUTT GART FOR CONNOISSEURS

Stuttgart not only boasts star-rated cars, but many star-rated chefs too. From the trade fair grounds it is not far to reach superlative cuisine. Whoever is watching their figure can visually enjoy the suitable evening and accompanying programme.

› SOCIAL

From wine stalls to beer gardens

› TRADITIONAL:

Cannstatter Volksfest 28.09. – 14.10.2012

› EXCELLENT

Eight star-rated restaurants

› IN-DEMAND

Top entertainment at the latest musicals

› Current event tips are available at www.stuttgart-tourist.de