



ASIA
SPA & WELLNESS
FESTIVAL 2009

20 - 22 MARCH 2009
ROYAL PARAGON HALL
BANGKOK, THAILAND

ASIA SPA & WELLNESS FESTIVAL 2009

ASIA'S FOREMOST INTERNATIONAL EXHIBITION, TRADE MART AND
CONFERENCE FOR DAY SPAS, SPA RESORTS AND WELLNESS TOURISM

ASIA SPA & WELLNESS FESTIVAL 2009

SPA TRAVEL: THE NEXT BIG WAVE FOR TOURISM

Asia's premier exhibition for the spa and wellness industry returns!

Growing in tandem with the spa and wellness industry in Asia, ASWF2009 will be held in enchanting Thailand – the land of smiles. Following two immensely successful years in 2006 and 2007, the Fair is now retimed to March every year, beginning 2009.

The Asian spa and wellness market has seen double digit growth over the past decade, and judging by the trends, will continue to see exponential growth for years to come. Whilst experts call this the “Asian Spa Explosion”, we prefer to help industry players to reap early benefits from this growth.

New features this year:

- 1. Strong travel focus:** connecting spas, resorts, wellness and medical centres with medical and spa travel specialists
- 2. Educational:** 2-days Conference with over 20 speakers and panellists plus 1-Day Hotel Marketing Workshop
- 3. Industry Linkup:** Annual Meeting of Thai Spa Association, record breaking spa event, and much more!
- 4. Expanded Networking Opportunities:** Pre-event Cocktail and Welcome Dinner, Gala Dinner and coffee breaks allow more interactions between buyers and sellers
- 5. Hosted Buyers Programme:** targeting 200 travel agents, tour operators and spa / medical vacation planners from all over the world

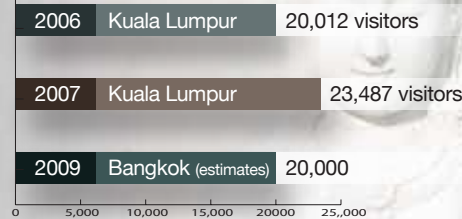
YOUR PLATFORM TO ASIA'S SPA AND WELLNESS MARKET

ASWF2009 is a trade and public event. The first day is exclusively for hosted buyers whilst the last two days are opened to the public. This enables the visitation by both spa and wellness professionals, investors, buyers, travel agents and media, as well as spa enthusiasts and the general public who are keen to purchase spa packages, spa products and equipment for home use directly.

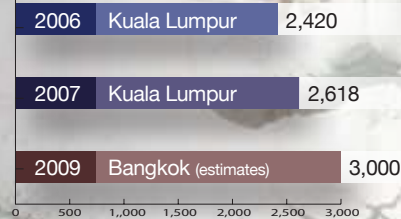
An average of 40,000 square feet of exhibit space, some 60 exhibiting companies from 12 countries. Over 20,000 visitors. The exhibition provides a unique opportunity for products and services suppliers to showcase their solutions to the spa and wellness community. No other event in Asia offers a similar, tight focus.

PROVEN TRACK RECORD

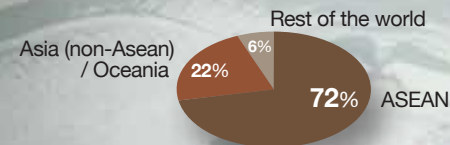
Public Visitor



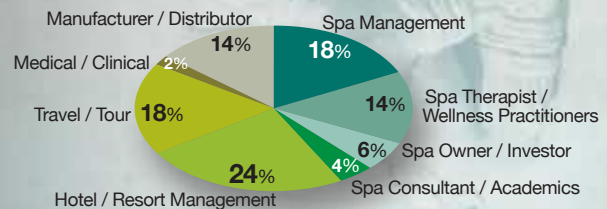
Trade Visitors / Hosted Buyers



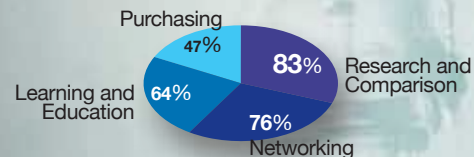
Trade Visitors By Country of Origin



Trade Visitors By Profession / Job Title



Trade Visitors By Reason for Visit (multiple choice)



SUMMIT

Featuring an average of 300 delegates, the Summit is without doubt the largest gathering of spa and wellness professionals in Asia. As the only education event of its kind in Asia, the Summit focuses on building capacity, raising benchmarks and adding value to the industry.

This results in a program that is focused in helping delegates to better understand their business, master industry best practices and apply the lessons in the business. No mumbo-jumbos. No 'master-classes' that's more talk than action. The Summit at Asia Spa and Wellness Festival is focused on getting things done. Real lessons for real businesses.

This year, ASWF2009 will introduce the Hotel Marketing Workshop, a dynamic one-day workshop focusing on new trends for hotel marketing, with a special focus on spa, medical and honeymoon marketing.

ASIA SPA & WELLNESS FESTIVAL GOLD AWARDS

In the tradition of some of the world's most prestigious awards, the Asia Spa & Wellness Festival Gold Awards are the region's most prestigious awards recognizing outstanding achievements and extraordinary acts by spas, wellness centres and resorts across the region. Recipients receive the coveted Gold Awards Trophy presented at the Asia Spa & Wellness Gala Dinner and Awards Night.



HONEYMOON TRAVEL, SPAS & VILLAS SHOWCASE

A recently launched concurrent event, Honeymoon Travel, Spas & Villas Showcase is the result of suggestions by trade buyers to have a more concentrated offering of spas and villas at the Festival – enabling more contracts to be signed, and greater number of packages concluded at each Festival. Held in conjunction with Asia Spa & Wellness Festival (traditionally in the 4th quarter of each year), the Showcase is set to become the definitive contracting show for travel agents and tour operators looking into packaging spas and villas in their product offerings.



NETWORKING HOURS

On top of the many networking opportunities at official events such as the Opening Ceremony, VIP Tour, Luncheons and Official Dinners – dedicated Networking Hours enable buyers, delegates, exhibitors and speakers to mingle, renew acquaintances and conclude deals.

HERE'S WHAT THEY SAY!

"THIS IS OUR SECOND YEAR PARTICIPATING IN THE FAIR. ENQUIRY AND BUSINESS HAS BEEN GOOD"

Beauty Unlimited, Malaysia

"AN EYE-OPENING SUMMIT"

Zbigniew Tyszka, Poland

"THE QUANTITY OF BUYERS AND EXHIBITORS WERE EXCELLENT. WE LOOK FORWARD TO YOUR EVENT NEXT YEAR"

Mayoory Ayurvedic Spa, Singapore

"THIS IS DEFINITELY ONE OF THE BEST EVENTS FOR SPAS IN ASIA"

Amanda Cheung, Sense of Touch, Hong Kong

"THE SPA FESTIVAL IS TO THE SPA INDUSTRY OF ASIA WHAT HOLLYWOOD IS TO THE FILM INDUSTRY"

Serenity Spa Group, Malaysia

"THE SPA AWARDS WILL CERTAINLY SPUR THE INDUSTRY FORWARD AND RAISE THE STANDARDS OF THE INDUSTRY"

The Yoga Zone Group, Malaysia

BUYER MEET SELLER SESSION

In collaboration with Thai Authority of Tourism and TCEB, the Fair this year will introduce a Buyer Meet Seller session on the first day, with a trade mart format of 20 minutes per appointment session. This will result in an average of 18 appointments for each seller and buyer delegate. The aim of the BMS session is to encourage development of spa and wellness packages for sale in the markets serviced by the buyers.

WHO SHOULD EXHIBIT?

Group 1

- Spas – day spas, hotel spas, resort spas and destination spas
- Hotels and resorts
- Villas
- Wellness centres
- Medical centres
- Yoga centres
- Fitness centres
- Spa and wellness practitioners

Group 2

- Spa products
- Spa equipment
- Herbal products and ingredients
- Beauty, hair and slimming products
- Spa and facilities management systems
- Spa amenities and disposables
- Sauna, Jacuzzi and hydrotherapy
- Aromatherapy
- Training and education programmes

Welcome!



I would like to extend a personal invitation to you to be part of Asia Spa and Wellness Festival 2009.

The Asian spa industry has a very unique history. The industry as we know it now, is very new, and is less than 10 years old in most parts of Asia. Yet, the practice of traditional massage and scrubs using completely natural ingredients, and water treatments using recipes handed down for generations – all these have been in our culture, our tradition for hundreds of years.

Our objective for the Festival is two fold –to bring in best practices in the world and impart this to our spa operators and managers, and at the same time, to use this opportunity to promote our spas and wellness centres to the world.

As such, the Festival is divided into three main components – a trade exhibition, a professional summit and an industry awards – all designed to be synergistic and to maximise the value of the Festival to all stakeholders.

Since the launch of the Festival in 2006, we have managed to raise the bar for the spa and wellness industry in this region. We now see a more focused and professional industry, and better cohesion amongst industry players.

Year after year, thousands of spa and wellness professionals become part of this Festival – as an exhibitor, visitor, speaker, delegate or buyer. Many of these will return this year. Make your plans now to join them and other industry leaders at Asia's most important spa and wellness event!

Hope to see you soon.

WILLIAM NG

Chairman, Asia Spa and Wellness Festival

Sawadee-khrab!



We would like to congratulate the organiser, AIC Exhibitions Sdn Bhd for successfully organising another edition of the Asia Spa & Wellness Festival.

As the spa industry continues to grow in Asia, it is important that we rely on each other's strength and know-how in a win-win collaboration, rather than see each country as a competition of another. With that in mind, the Thai Spa Association is proud to support this event and is confident that the Festival will boost the awareness for and the capabilities of spas in Asia.

In our quest for better business and a stronger industry, we must not only concentrate on the aesthetics or 'hardware' part of the spa business. More importantly, we need to continuously develop the 'software' part of the equation – the people, skills, procedures and standards, ethics and continuity. Only then can the industry become sustainable and continue to grow at the rate it's growing now.

We look forward to having the Asia Spa & Wellness Festival 2009 in Bangkok, Thailand, and to having all of you in beautiful Thailand next year.

ANDREW JACKA

President, Thai Spa Association



About the Venue

Bangkok – the city of Angels, is the capital of Thailand – one of Asia's most popular destinations for spa and wellness tourism. Largely credited as the largest market for spas and wellness in Asia, Thailand is set to host the Asia Spa & Wellness Festival for the first time.

Royal Paragon Hall, on the 5th level of Siam Paragon is a stunning 12,000 square meter venue in the heart of Bangkok. Directly linked to the BTS Skytrain system, delegates and visitors will be able to partake in the many attractions and activities that Bangkok has to offer.

About the Organisers

AIC Exhibitions Sdn Bhd is a leading exhibition and conference organisers in the region. Since 1999, we have organised some 200 local and regional exhibitions and conferences. Some of these, including exhibitions on career, post graduate education, spa and wellness are leaders in their respective industries.

AIC Exhibitions is a member of the 5 Senses Media and Events Group, which also publishes SME: Malaysia's only publication for small and medium enterprises, 5 Senses: the region's leading publication for the spa and wellness industry and the annual BIMP-Eaga Business Directory. 5 Senses Media and Events Group has offices in Petaling Jaya (Malaysia), Jakarta, Bangkok and Singapore.

By choosing Asia Spa & Wellness Festival, you will be working with a leader in the exhibition industry and share our extensive experience in attracting quality crowds, maximizing exhibition values and leveraging on the exhibition to create powerful, lasting networking opportunities.

For more information, visit www.aicone.com.



Sponsorship Opportunities

Limited sponsorship opportunities with possibilities to host luncheons and dinners are available. Please contact mandy@asiaspafestival.com for full sponsorship kit.

Cost of Exhibition



Option 1: Standard Booth

USD 2,000 per 9m², 5% discount for 18m², 10% for 36m²

Includes laminated wall panels supported by epoxy coated poles, company name on fascia board (limited to 24 alphanumeric letters), waste paper basket, 13A power point(s), table and chairs (quantity dependent on space taken), fluorescent lighting, color-themed needle punch carpeting, daily cleaning services, free listing in Official Show Guide and use of Seminar Room (limited, on first-come-first-served basis).



Option 2: Deluxe Booth

USD 3,500 per 12m², 5% discount for 24m², 10% for 48m²

Includes wooden panels supported by handcrafted poles, company name on special design fascia board in traditional Thai motive, waste paper basket, 13A power point(s), table and chairs (quantity dependent on space taken), fluorescent lighting, color-themed needle punch carpeting, daily cleaning services, free listing in Official Show Guide and use of Seminar Room (limited, on first-come-first-served basis).

Option 3: Space only

USD 200 per m²

Space only. Exhibitors should get separate quotes from Official Contractors or other preferred contractors (nominal fees apply) to provide all furnishings and fittings, including carpet and power points. Include free listing in Official Show Guide and use of Seminar Room (limited, on first-come-first-served basis).



Or your local representative

To secure your participation, complete the Application Form and Contract and send to:

International Participants

AIC Exhibitions Sdn Bhd
17-4, Block D2, Jalan PJU 1/39, Dataran Prima
47301 Petaling Jaya, Malaysia
[t] +603 78031916 [f] +603 7880 8695 www.asiaspafestival.com

Thailand Participants

Congrex Co., Ltd.
1537, Town in Town 3/1, Srivara Road
Wangthonglang, Bangkok 10310, Thailand
[t] +662 5382177 [f] +662 5593414

Organiser



C0 - Organiser



Congrex

Supporting Organisations



Asia Pacific Spa
Wellness Council



Bali Spa & Wellness
Association



Federation
of Thai Spa



Herbs & Herbs Export
Promotions Association of India



Spa & Wellness
Association Singapore



Thailand Convention
& Exhibition Bureau



Thai Spa
Association



Tourism Authority
Thailand

Official Publication

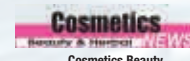


AsiaSpa

Supporting Publications



5 Senses



Cosmetics Beauty
& Herbal News



HKPRODUCTS



Hotel Management Asia



Nail Castle



Salon Pro



Salon News Asia



SME & Entrepreneurship
Malaysia



Travel Weekly

Official Airlines



THAI
AIRWAYS

Official Trade Portal

www.incosmetics.org