

International Specialized Exhibition



# AQUASPACE

SWIMMING POOLS, SAUNAS & SPA

March 1 - 4, 2011

Moscow, Expocentre Fairgrounds



# AQUASPACE – at a glance

- AQUASPACE is a new exhibition project, focused on building a **NETWORK** between international **manufacturers** and **Russian distributors** of swimming pools, saunas and spa.
- AQUASPACE is a **GATEWAY** to the **Russian market** and target audience
- AQUASPACE - **high commercial payback**.  
At the exhibition **OFFER** meets **DEMAND**
- AQUASPACE is strongly supported by pool trade associations, architects and designers



# DATE & LOCATION

- 1-4 March 2011
- Moscow, CEC Expocentr, pav. 8, hall 3



- ✓ total area - more than 200.000 m<sup>2</sup>
- ✓ exhibition area - 135.000 m<sup>2</sup>
- ✓ 9 exhibition pavilions
- ✓ contemporary infrastructure & technical facilities
- ✓ halls for congresses, conferences, meetings

# ORGANIZER

- Since 1992 presented on the Russian exhibition market
- The organizer of 16 specialized exhibitions
- Since 2010 the member of the Global Association of the Exhibition Industry
- Since 2000 the member of Moscow Chamber of Commerce & Industry
- Since 2001 the member of Russian Union of Exhibitions & Fairs
- Services of Euroexpo are certified in accordance with the requirements of the international ISO 9000
- The branch office for International Business Contacts was opened in Vienna, Austria in 2006





# EXHIBITION TOPICS

- Swimming Pools
- SPA
- Saunas, bathhouses
- Aquaparks
- Decorative swimming pools, ponds, fountains
- Whirlpools
- Design, building of swimming pools, spa and saunas
- Equipment, construction and technics for swimming pools, spa and saunas
- Water processing: processing, purification and treatment
- Accessories for swimming pools, saunas, spa





# YOUR TARGET GROUP

## TARGET GROUP

- MANUFACTURERS
- DISTRIBUTORS
- ARCHITECTS
- INTERIOR DESIGNERS
- PLANNING & CONSULTING
- INSTALLERS
- BUILDERS
- ENGINEERS
- WHOLESALEERS
- RETAILERS
- WELLNESS CENTRES
- SPA SALONS
- INVESTORS & DEVELOPERS
- TRADE ASSOCIATIONS



# ADVERTISING CAMPAIGN

The AQUASPACE advertising campaign is aimed at attracting visitors

## Internet

Placing information on the leading construction portals

Placing information on the leading exhibition portals

Electronic mailings through target database

## Press

Placing advertisements in publications with a target visitor's audience

- Construction
- Repair
- Swimming pools; baths
- saunas, spa
- home cottages
- garden cottages
- landscape architecture

Adding exhibition invitations in specialized magazines

## Direct Information

Call Centre for attracting visitors

Mail distribution of invitation tickets  
Courier delivery of tickets

Distribution of complimentary passes on construction markets and do-it-yourself (DiY) stores

## Cooperation with associations

Russian National Swimming Association

Russian Association of Water Parks

Russian Union of the Tourist Industry

National Spa Association Of Russia

Russian Union of Builders

Russian Builders Association

Russian Association of landscape architects



# CONFERENCE

- AQUASPACE Conference program aimed at attracting specialized visitors:
  - Conference «Planning, building, modernization and exploitation of swimming pools and wellness zones»
    - Comparison of swimming pools and spa
    - Design
    - Construction
    - Equipment for swimming pools (decoration, illumination, filters, water heating etc.)
    - Swimming pool maintenance (water purification, water processing)
  - Presentation of companies exhibitors
  - Contacts exchange – pre-appointment meetings between exhibition visitors and exhibitors
  - Contest for the best design



# AQUASPACE TEAM



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