



World Spa & Well-being Convention 2012

Education • Standards • Innovation

Gain access to this lucrative market
and unlock a world of opportunities

Hall 4, IMPACT Exhibition and Convention Center
Bangkok, Thailand
19 - 21 September 2012

Organizer



Show Manager



Sponsored by



Supported by



Premier Research Partner



Supporting Associations



Media Partners



POST SHOW REPORT

WORLD SPA & WELL-BEING CONVENTION 2012

The inaugural edition of **World Spa & Well-being Convention 2012** drew to a successful close in Thailand on 21 September 2012, with 4,485 attendees from 37 different countries.

The three-day gathering is the genuine gateway offering a myriad of opportunities to network, build business connections and be inspired with industry people across the region.

Held from 19-21 September 2012 at Hall 4, IMPACT Exhibition and Convention Center, Bangkok, Thailand, hosted more than 90 exhibitors and innovations from around the world, embracing all areas of spa and well-being field.

Organized by **Thai Spa Association (TSPA)**, the event was supported by the **Tourism Authority of Thailand (TAT)**, the **Thailand Convention and Exhibition Bureau (TCEB)** Department of Tourism, Ministry of Tourism and Sport, **The Japan External Trade Organization (JETRO)**, the **Department of Skill Development** and **Office of the Consumer Protection Board**. The major sponsors of this event included **Kamalaya, Pattrena** and **Valonika**.



Supporting Associations

- ❖ Tourism Technology Association (TTA)
- ❖ Federation of Thai Tourism Associations (FETTA)
- ❖ The Association of Malaysian Spas (AMSPA)
- ❖ Bali Spa and Wellness Association (BSWA)
- ❖ The Cosmetic & Perfumery Association of Hong Kong (CPAHK)
- ❖ Spa Association Singapore (SAS)
- ❖ Indian Spa & Wellness Association (ISWA)
- ❖ Malaysian Association of Wellness and Spa (MAWSPA)
- ❖ Nippon Spa Association (NSPA)
- ❖ Philippine Wellness and Spa Association (PHILWELL)
- ❖ Asia Pacific Spa & Wellness Coalition (APSWC)

POST SHOW FACTS AND FIGURES

Event Name :	World Spa & Well-being Convention 2012
Event Concept :	"Education, Standards & Innovation"
Website :	www.worldspawellbeing.com
Event Date :	19 & 20 September 10.00 - 19.00 hrs. 21 September 10.00 - 20.00 hrs.
Venue :	Hall 4, IMPACT Exhibition and Convention Center, Bangkok, Thailand
Exhibition Area :	5,000 sq. m. (Gross)
No. of Exhibitors :	More than 90 exhibiting companies and co-exhibiting companies
No. of Visitors :	Total : 4,485 trade visitors Local : 3,942 trade visitors International : 543 trade visitors
Organizer :	Thai Spa Association (TSPA)
Show Manager :	IMPACT Exhibition Management Co., Ltd.



EXHIBITOR OVERVIEW



EXHIBITOR PROFILE

- ❖ Spa Product Suppliers
- ❖ Spa Operators
- ❖ Medical, Fitness & Wellness Services
- ❖ Spa Equipment & Accessory Suppliers
- ❖ Certified Natural & Organic Product Suppliers
- ❖ Thai Brands with international stores
- ❖ Beauty Products & Equipment Suppliers
- ❖ O.E.M's
- ❖ Packaging Companies
- ❖ Spa Education Centers / Spa Schools
- ❖ Spa & Well-Being Book Sellers
- ❖ Architects & Interior Designers
- ❖ Spa Management Firms
- ❖ Spa Consultants

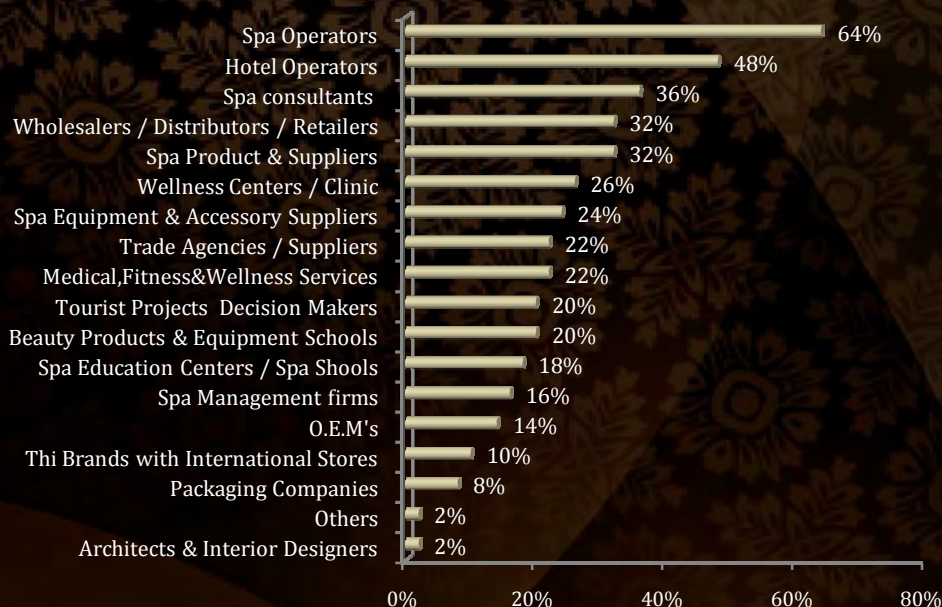
“Good start to great opportunities”

Rattanawan Tongbusaya
General Manager, Tiger Eyes Education Co., Ltd.

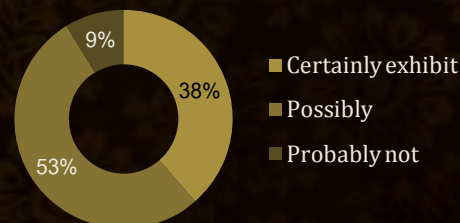
“Impressive event with qualified attendees, well-selected exhibitors with world latest spa innovative technologies.”

Natnicha Sookapong, Marketing Manager
Hsin Ten Enterprise (Thailand) Co., Ltd.

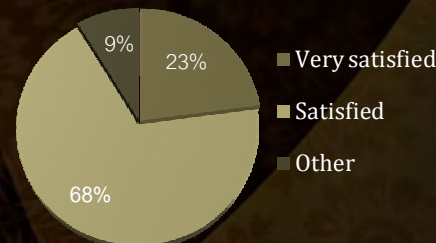
Exhibitor's target groups by Industry



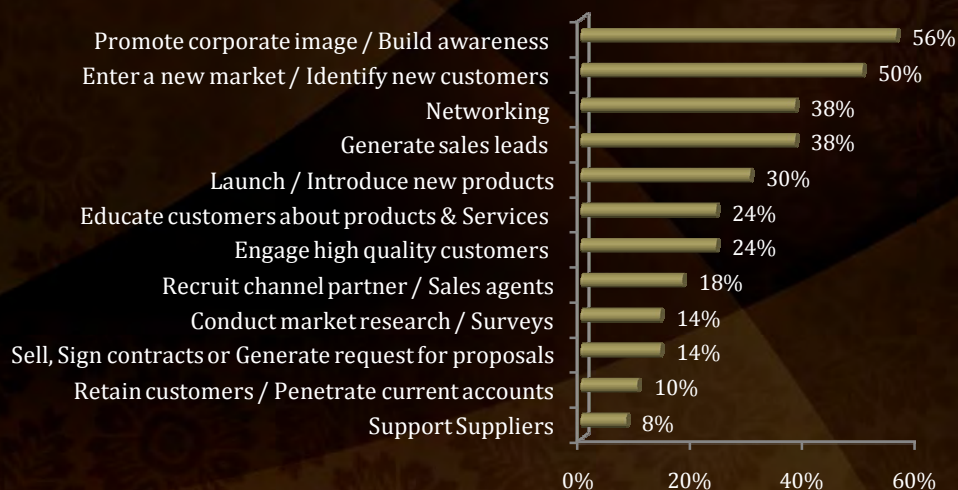
Exhibitors' possibility to exhibit at the 2013 show



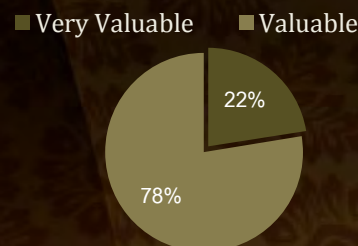
Exhibitors' satisfaction towards the show



What exhibitors gained from exhibiting at WSWC2012



How Exhibitors found the show valuable as a tool in reaching customers?



“80% satisfaction, got good response and customer contacts from this event”

Saowapa Sanpakdee, International Marketing Manager
Giffarine Skyline Laboratory & Health Care Co., Ltd.

VISITOR OVERVIEW

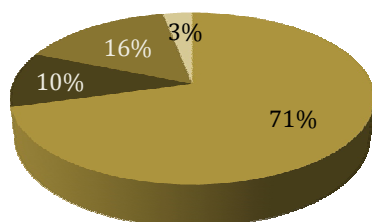


VISITOR AND DELEGATE PROFILE

- ❖ Travel Agents, Spa Consumers
- ❖ Wholesalers, Retailers, Distributors
- ❖ Salons
- ❖ Hotel Operators
- ❖ Spa Operators
- ❖ Spa Consultants
- ❖ Spa Suppliers, OEM's
- ❖ Spa Directors, Spa Managers
- ❖ Spa Therapists
- ❖ Developers, Investors
- ❖ Hotel Owners
- ❖ Entrepreneurs

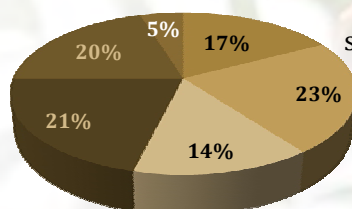
Visitors classified by 'Make the purchasing decision'

■ Yes ■ Recommend only ■ No ■ Others

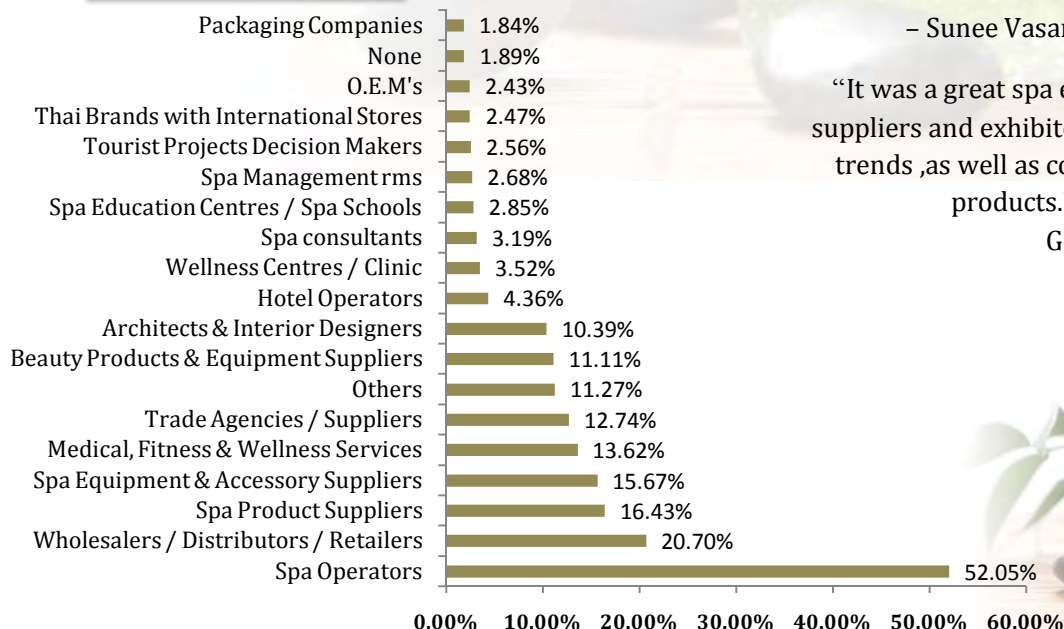


Visitors' purposes of visiting

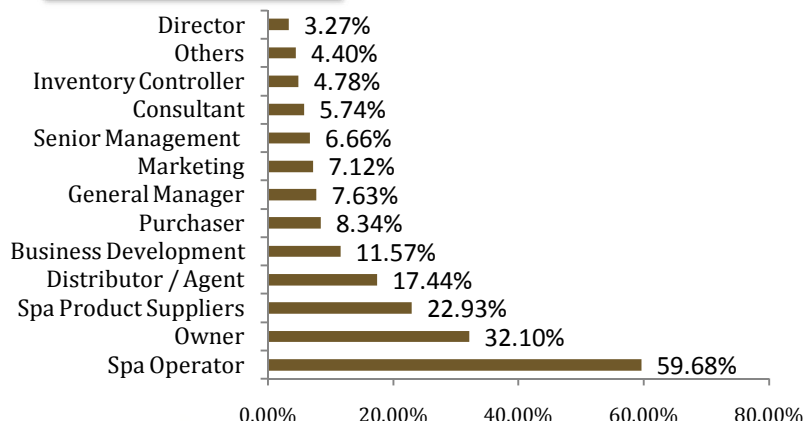
- Evaluate the show for future participation
- Gather market information
- Source for agents
- Source for products
- Visit exhibitors / suppliers
- Others



Visitors' main activities



Visitors' job functions



VISITORS' COMMENTS

"World Spa & Well-being Convention has offered me a great deal, I have got a number of valuable contacts and an information of products I am looking for from spa owners and suppliers themselves." –Sopapan Sombatpium, Spa Consultant, Groups Manage 1990 Co., Ltd.

"Visiting this event made me know more about the industrial knowledge and innovation. I have discovered a lot of latest products and services in the event" – Seksun Suttha, Owner, Fah Lanna Spa.

"It was such an impressive show with well-management and standards. As an amateur in the industry, I have gained a lot from experienced spa individuals and had potential supplier connections from this event" – Somsak Saisawad, Owner ,Tharaporn Co., Ltd.

"The event enables me to update industrial trends and market. It gives me more alternatives of product selection and opportunities for my business" – Sunee Vasaratthanon, Manager, Sapa Buri.

"It was a great spa event where I can connect with suppliers and exhibitors directly, update the market trends ,as well as compare the price and quality of products." – Thanapatpong Pengkrajang General Manager, Thidathai Spa.

SHOW FEATURES AND ACTIVITIES



World Spa & Well-being Congress 2012 : a two-day international congress held on 19 - 20 September 2012. It is led by world-renowned gurus under the theme of 'Inspiration & Dedication' on many different topics such as Asia's spa business trends and numerous challenges under the advent of the ASEAN Economic Community (AEC) in 2015



The World Spa & Well-being Congress is two days of opportunity.

INSPIRATION (Wednesday 19 September) is targeted to the current industry leaders, visionaries, entrepreneurs and hotel managers, with an outstanding list of international speakers to inspire and challenge.

DEDICATION (Thursday 20 September) is targeted to the future industry leaders – spa educators, spa managers, spa trainers and spa therapists, with topics address Human Resources and staff retention, preserving traditional therapies, to vocational training and the ASEAN Spa Service Standard

Congress presenters include industry visionaries, a screen writer; authors; artists; healers; master therapists, journalists & government officials - from Africa, America, Hong Kong, Italy, Malaysia, New Zealand, Philippines, Singapore and Thailand.

Exhibitors' Networking Night : The exhibitors networking night was held on 19 September 2012 at lobby Hall 5 attracted a high turnout of exhibitors and delegates. In his opening speech Mr. Loy Joon How, General Manager of IMPACT Exhibition Management Co., Ltd. thanked exhibitors and delegates for their support at this inaugural event.



SHOW FEATURES AND ACTIVITIES



Thailand Spa & Well-being Awards : The inaugural Thailand Spa and Well-being Awards where 18 of Thailand's best products and services in the health and wellness sector scored top honours. All winners were voted by event exhibitors at the Thai Spa Convention, spa operators, consumers and the Thai Spa Association Board. To ensure voting transparency, all votes were tallied by KPMG Thailand.



LIST OF THE WINNERS

AWARDS CATEGORIES – EXHIBITION **BEST BOOTH DESIGN**

Valonika

AWARDS CATEGORIES – INDUSTRY **INNOVATIVE SPA CUISINE** **INNOVATIVE SPA TREATMENT**

INNOVATIVE SPA MENU
ENVIRONMENTAL CONSCIENCE
NATURAL PRODUCT
ORGANIC PRODUCT
CREATIVE SPA DESIGN
SPA PRODUCT

Chiva-Som International Health Resort – Hua Hin
Rainforest Indulgence
Rainforest Indulgence – Banyan Tree Spa Samui
Angsana Spa Languna Phuket
Chiva- Som International Health Resort – Hua Hin
Parutee – Oriental Beauty Charm Co., Ltd.
SpaRitual – Nail Techniques International Co., Ltd.
COQOON Spa – Indigo Pearl Phuket
I Plus Q – I Plus Q Co., Ltd.
Banyan Tree Gallery – Banyan Tree
Chiva – Som International Academy, Bangkok
So Spa – Sofitel So Bangkok

AWARDS CATEGORIES – PEOPLE'S CHOICE **TRADITIONAL THAI EXPERIENCE** **AMAZING DAY SPA** **AMAZING HOTEL SPA** **AMAZING MEDICAL SPA OR WELLNESS SPA** **INNOVATIVE MARKETING CAMPAIGN** **AMAZING RESORT SPA**

Waree Raksa Hot Spring Spa – Krabi
Waree Raksa Hot Spring Spa – Krabi
Banyan Tree Spa Bangkok
Rarin Jinda Wellness Spa, Chiang Mai
Rarin Jinda Wellness Spa, Chiang Mai
Banyan Tree Spa Samui

AWARDS CATEGORIES – HALL OF FAME **HALL OF FAME**

Ms. Naphalai Areesorn

SHOW FEATURES AND ACTIVITIES



Learning Center : An edutaining zone for those who are interested in updating spa trends and enhancing their spa and well-being knowledge by professionals. At one place, this corner enables you to enjoy a different kind of activities such as Spa Cuisine, Live Music, Exhibitor Activity, Seminars and Fashion Show.



ASEAN Pavilion : The pavilion showcases the unique spa wisdom and techniques of ASEAN countries which includes Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.



MARKETING CAMPAIGN

MEDIA AND ADVERTISING

Promotional activities for World Spa & Well-being Convention 2012 included leading television channels such as TV3, TNN24, KTTV, Health Plus channel and MTVV which broadcasts across 23 countries worldwide.

Through key publications covering Spa, Leisure, tourism, Health & Beauty and Wedding magazines and newspapers, our advertisements were published to their audiences of over 500,000 subscribers worldwide. This involved placing 34 targeted adverts, 22 editorials and 11 personalized electronic direct mails sent by our media partners to their focused databases.

Our Media Partners included local and international leading media such as Spa Business and Spa Opportunities, Spa Mantra magazine, Asia Spa, Asia Spa India, SpaIndia.com, Wellness Today, MICE Magazine, Yoga Journal, Hotel & Travel, TTR Weekly, APPEAL, I Do, Health Plus and Barefoot.

PUBLIC RELATIONS & RADIO

Press releases and event information were distributed regularly to all major publications within the industry in English and Chinese language. This is primarily used to add strength to the visitor promotion of the show. In addition, a week-long advertising campaign was broadcast during the show days on two leading radio channels to attract local visitors.

SOCIAL MEDIA

Facebook was updated daily with industry news, relevant show news stories, and photos

E-NEWSLETTER

Email shots were sent to selected database with an overall reach of more than 34,000 of recipients highlighting the key show features, key exhibitors, and professional seminars. The exhibitors and visitors were kept informed of the latest event news, exhibitor highlights, and product features during the course of marketing campaigns.

DIRECT MARKETING

Sales brochures, conference brochures, invitation cards and visitor tickets will be mailed both regionally and internationally.

TELEMARKETING

A dedicated team of sales professionals will contact key delegates and professionals from the industry to ensure their attendance on a regular basis.

WEBSITE

The show website www.worldspawellbeing.com played a vital role as a hub of information, carrying all the latest information with quick links to all important features of the show and encouraging participation. Some of the features included visitor pre-registration, updated exhibiting brands and companies, and new centers keeping the industry professionals up to date about the industry trends.

OVERSEA ROADSHOW

Roadshows were held in many leading events worldwide to attract foreign market. The events were such as Food & Hotel Exhibition Asia, Singapore, China Beauty Expo, Shanghai, Hainan M3 Fair, Hainan, Asia Spa Show, Shanghai, Asia Pacific Aesthetics, Kuala Lumpur, ASEAN Spa & Wellness Forum, Kuala Lumpur, Natural Products Expo Asia, Hong Kong.



Spa mantra

asiaSpa India

WellnessToday

Leisure Media, UK

StyleSpeak
The salon & spa journal

asiaSpa

Spas India

中外会
China International Conference & Exhibition

yoga
JOURNAL

APPEAL
INNOVATIVE BEAUTY

TTR weekly

HOTEL & Travel

SIAM INTER
Multimedia

i DO
wedding & honeymoon magazine

BAREFOOT

Thai Spa Well-being





ABOUT THE ORGANIZER



Formed in February 2003, the TSPA has overseen significant growth and development of the Spa industry, and as the kingdom's oldest, largest and most active spa industry association and as of December 2010, represented some 450 spa businesses in 15 countries around the globe.

For more information, please visit www.thaispaassociation.com

ABOUT SHOW MANAGER



IMPACT Exhibition Management Co., Ltd is the leading exhibition organizer in Thailand. IMPACT organizes and manages professional trade and public exhibitions, conferences, meetings and trainings, working in hand with international trade associations, organizers and corporations across a board spectrum of industries.

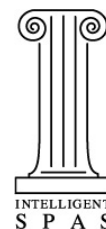
We create effective market platforms and offer a comprehensive range of turn-key event management solutions ranging from market research, exhibition and visitor promotion and sales, advertising and promotion, public relations, operation to on-site logistic management for exhibitions and conferences of all sizes and industries.

For more information, please visit www.impact.co.th

SPONSORS AND SUPPORTERS



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Supporting Organizations :



DARUMA PROJECT



Supporting Associations :



APPENDIX A : EXHIBITOR LIST

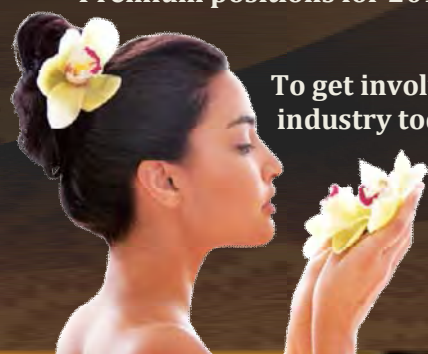
- A.BEST INTER PRODUCTS CO., LTD.
- ACADEMY OF PROFESSIONAL CARRIER EXTENSION AND THAI CULTURAL SPA
- AIM BEAUTY AND SPA CO., LTD.
- AKA HOLISTIC WELLNESS
- ALODIA CO., LTD.
- ASIASPA
- AUTHENTIC THAI SPA CO., LTD.
- BANGKOK DERMATOLOGY CENTER CO., LTD.
- BAREFOOT MAGAZINE
- BEAUTY DEPARTMENTSTORE CO., LTD.
- BIONIVA WELLNESS INTERNATIONAL SDN
- CENTRAL TRADING CO., LTD. (TANITA)
- CENTRAL TRADING CO., LTD. (Jurlique)
- CHIVA- SOM INTERNATIONAL HEALTH RESORTS CO.,LTD.
- CREATIVE WORLD CO., LTD.
- DARUMA PROJECT (The Japan External Trade Organization)
- PHU KLON COUNTRY CLUB
- RANONG TOURISM ASSOCIATION (RNTA)
- NAMSAI KHAO SUAY RESORT
- DASH INTERNATIONAL (THAILAND) CO.,LTD.
- DASY DESIGN INTERNATIONAL CO., LTD.
- DEAD SEA FORTUNE
- DEPARTMENT OF SKILLS DEVELOPMENT, MINISTRY OF LABOUR
- DIVA SUPPLY CO., LTD.
- DOI NAM SUB CO., LTD.
- DUSIT THANI COLLEGE
- EIG DERMAL WELLNESS (THAILAND) CO., LTD.
- THAI SPA WELL- BEING MAGAZINE
- GAMMACO (THAILAND) CO., LTD.
- GIFFARINE SKYLINE LABORATORY AND HEALTH CARE CO.,LTD. (PATTRENA)
- GREEN COTTON (THAILAND) CO., LTD.
- GREEN WORLD PUBLICATION CO., LTD.
- HAREM
- HSINTEN ENTERPRISE (THAILAND) CO.,LTD.
- HUANFAI DAINGAM
- INNOVATIVE BEAUTY SOLUTION CO., LTD.
- I PLUS Q CO., LTD.
- IMMUNETRA
- INDONESIA
- KD SPA CO., LTD.
- PACIFIC BEAUTY INDUSTRY GROUP
- KAMALAYA KOH SAMUI CO.,LTD.
- KOVIC KATE INTERNATIONAL (THAILAND) CO., LTD.
- KRUNG SIAM ST.CARLOS MEDICAL CENTRE
- LAB - RMS CLINIC
- MAKE SCENTS CO., LTD.
- MASSAGE CUBE LTD.
- MR. & MRS. RELAX
- MSPA INTERNATIONAL LTD.
- NARULA NONWOVEN CO., LTD.
- NKM INTERTRADE CO., LTD.
- OJAS CO., LTD.
- ORAWANA HOLISTIC SPA by Dr. ORAWAN
- ORIENTAL BEAUTY CHARM CO., LTD.
- PALIDA CO., LTD.
- PANTA HERB CO., LTD.
- PERFECT MODEL
- PINK LINE ENTERPRISE CO., LTD.
- PURI CO., LTD.
- ROMANCE COSMETIC
- ROSS PUBLISHING LTD.
- SIAM INTER MULTIMEDIA PUBLIC CO., LTD.
- SIRAPHAN HERB CO.,LTD
- SPA CONCIERGE
- SPA LIFE CO.,LTD
- SPA MANTRA - INDIA'S SPA & WELLNESS MAGAZINE
- THAI HERBAL SOAPS
- THAI-CHINA FLAVOURS&FRAGRANCES INDUSTRY CO.,LTD
- THAI SPA ASSOCIATION
- THE SKIN DOCTORS
- TIGER EYES EDUCATION CO.,LTD
- TROPICALIFE CO.,LTD
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- VA-CA-TION VILLAGE CO.,LTD
- VALONIKA THAI SPA CO., LTD
- VA-TU-CHAI-LAI CO.,LTD
- VIVANT JOIE INTERNATIONAL CO.,LTD
- WE LABS CO., LTD
- WELLNESS PRODUCT ASIA LTD
- YOGA ASIA MEDIA (THAILAND)



We look forward to your participation in World Spa & Well-being Convention 2013
Premium positions for 2013 are filling fast !

To get involved with the truly Spa event of Thailand's Spa & Well-being industry today, please contact : Ms Maneerat Sriviboon

Tel. +66 (0) 2833 5126 Fax. +66 (0) 2833 5127 to 9
Email : Maneerats@impact.co.th





APPENDIX B : MARKETING COLLATERALS



Magazine Advertisement



World Spa & Well-being Convention 2012

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Thailand ~ an epicenter to the spa industry of the world

Come and Join us at World Spa & Well-being Convention 2012
The first edition of the Professional Platform for Spa & Well-being industry, connecting local and international spa products and services manufacturers, suppliers, distributors and service providers.

Your Gateway to **SELL, EDUCATE and NETWORK** with Global Spa & Well-being Industry.

EVENT HIGHLIGHTS :

- Thailand Spa & Well-being Awards Night
- World Spa & Well-being Congress
- Industry Seminars
- Activities Zone

For more participation details, please contact :
Ms. Jaravee Kamolsripichaiporn
Call on + 66 (0) 2833 5126 or mobile + 66 (0) 86 378 6889
jaraveek@impact.co.th, project@thaispaassociation.com

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Premier Research Partner: **THAI SPA ASSOCIATION**

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อาคาร 4 อิมแพค เมืองทองธานี

งานแสดงสินค้าและบริการด้านสปาและสุขภาพ
โดยมีวัตถุประสงค์เพื่อเป็นเวทีในการแสดงผลงานทางวิชาชีพของบุคลากรในแวดวงสปาและสุขภาพ
ให้สามารถเรียนรู้จากประสบการณ์และความสำเร็จของผู้อื่นได้เป็นอย่างดี และสามารถนำความรู้ไปพัฒนา
ธุรกิจของตนเองได้ต่อไป นอกจากนี้ยังเป็นเวทีในการแลกเปลี่ยนเรียนรู้ระหว่างผู้ประกอบการและผู้ให้บริการ
ในแวดวงสปาและสุขภาพให้สามารถพัฒนาธุรกิจของตนเองได้

ไฮไลท์ของงาน

- งานประกวดรางวัล Thailand Spa & Well-being
- การประชุมและสัมมนาเชิงวิชาการ
- โซนกิจกรรมสำหรับเด็ก Spa Concierge เป็นต้น

หากท่านต้องการข้อมูลเพิ่มเติม กรุณาติดต่อ คุณเจวี นกขวิทย์พิทักษ์
หมายเลขโทรศัพท์ 0-2833-5126 Email: jaraveek@impact.co.th

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WHY EXHIBIT ?

- Highly targeted - will allow you to direct your sales and marketing effort accurately and cost-effectively with minimum wastage.
- The buyer comes to you - visitors are pre-active buyers. They make a conscious decision to attend and set aside valuable time to do so. Many are specifiers and influencers who it might otherwise be impossible to identify.
- 3D sales & promotion - Nothing beats the impact of a live demonstration. Visitors can see, touch and try your products for themselves.
- Face to face contact - The most persuasive form of selling and of building customer relationships.
- Fast market penetration - You can reach a large proportion of the market in a short space of time, achieving more in three days than you might otherwise achieve in months.
- A powerful combination - combines the mass reach of advertising, the targeting of direct mail, the persuasive power of face-to-face selling and the networking benefits of the Internet to create a unique environment in which a wide range of sales and marketing objectives can be pursued individually, or side by side.

Co-located with: **Beauty Salon Asia 2012**

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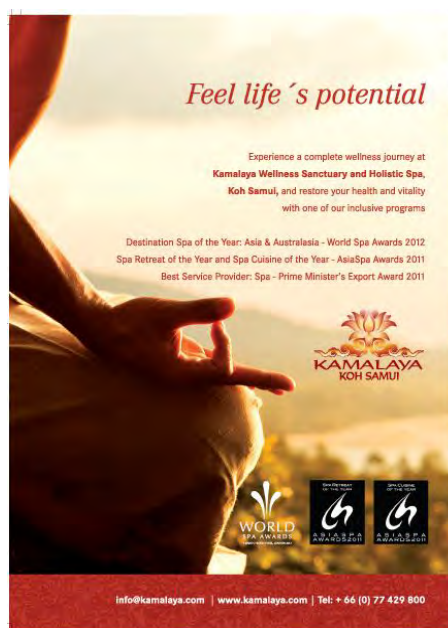
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APPENDIX B : MARKETING COLLATERALS

Visitor Tickets



Show Directory



APPENDIX B : MARKETING COLLATERALS



E - Newsletter



สมาคมสปาไทย จับมือ อิมแพค เติมนัด World Spa & Well-being Convention 2012 เติมนัดวงการสปาและความงามระดับโลก

การประชุมสุดยอดวงการสปาและความงามเอเชีย-แปซิฟิก World Spa & Well-being Convention 2012 เป็นศูนย์กลางธุรกิจสปาและความงามครั้งยิ่งใหญ่ของไทย พร้อมเสริมศักยภาพผู้ประกอบการไทยให้ทันโลก AEC

สปาถูกจัดให้เป็นของอุตสาหกรรมสปาและความงามอย่างแท้จริง อีกทั้งยังเป็นแหล่งทางวัฒนธรรมสปาที่สำคัญของโลก จนได้ฉายานามว่า "Thailand is the Spa Capital of the World" ซึ่งประเทศไทยมีแหล่งสปาที่หลากหลายทั้งสปาแบบดั้งเดิมและสปาแบบสมัยใหม่ การประชุมสุดยอดวงการสปาและความงามเอเชีย-แปซิฟิก World Spa & Well-being Convention 2012 เป็นศูนย์กลางธุรกิจสปาและความงามครั้งยิ่งใหญ่ของไทย พร้อมเสริมศักยภาพผู้ประกอบการไทยให้ทันโลก AEC

งาน World Spa & Well-being Convention 2012 ถือเป็นอีกหนึ่งก้าวสู่ความสำเร็จของวงการสปาและความงามของไทย ที่สมาคมสปาไทย และอิมแพค เติมนัดขึ้น ณ อิมแพค เมืองทองธานี กรุงเทพฯ ซึ่งการประชุมครั้งนี้มีวัตถุประสงค์เพื่อเสริมศักยภาพผู้ประกอบการสปาและความงามให้ทันโลก AEC และเป็นการสร้างเครือข่ายความร่วมมือระหว่างผู้ประกอบการสปาและความงามในภูมิภาคเอเชีย-แปซิฟิก นอกจากนี้ยังมีการจัดแสดงนิทรรศการจากแบรนด์ชั้นนำในวงการสปาและความงาม อาทิ SpA India Magazine, SpA Mantra Magazine (นิตยสารสปา), StyleSpeak และ Wellness Today Portal จากประเทศเกาหลี ที่พร้อมสนับสนุนการประชาสัมพันธ์งานในแวดวงสปาโลก



World Spa & Well-being Convention 2012
19 - 21 September 2012
Hall 4, IMPACT Exhibition and Convention Center, Bangkok, Thailand

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Last chance to visit the great event of Thailand's spa industry
World Spa & Well-being Convention 2012

Global professionals and experts in spa management and health & wellness sector are meeting in Bangkok for the World Spa & Well-being Convention between 19 - 21 September 2012.

Organized by the Thai Spa Association, with sponsorship supports from a number of leading organizations the event is being billed the "only gateway offering a myriad of opportunities to network, build business connections and be inspired with industry people across the region."

The event combined business opportunities, knowledge and entertainment all in one. The interesting highlights presented at the event are, for example: Spa cuisine, Aromatherapy Workshop, fashion show, seminars by gurus and REBAN pavilion shows from our neighbours. Not only you can broaden your business network, but gain spa & wellness knowledge and have fun with the splendid shows that the organizer specially selected for you!

The World Spa & Well-being Convention 2012 has been run from September 19 to September 20, 2012 for trade visitors and will end tomorrow, 21st September for the general public at Hall 4, Impact Exhibition and Convention Center.

For further information, please contact Jaravee Kamolsiripichai, project manager of Impact Exhibition Management Co., Ltd. at telephone 02-833-5126, fax 02-833-5127-9 email: jaravee@impact.co.th website: www.worldspawellbeing.com

Co-located with: **PooriSpaTech Asia 2012**

Sponsors: IMPACT, MSPA, AIS, etc.

Supporting Association: Wellness Today, etc.

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Meet International KEY NOTE SPEAKERS
@World Spa & Well-being Convention 2012

Be Impressed with the upcoming **World Spa & Well-being Congress 2012**, a two day congress taking place on 19 - 20 September 2012, under the theme of "Inspiration & Dedication". Congress speakers are include a leader in green design, a screen writer, authors, healers, master therapists & government officials from Africa, America, Hong Kong, Italy, New Zealand, Philippines, Singapore and Thailand to guarantee a worldwide perspective from the big thinkers and the real players.

Datin NOR HAFIZAH ISMAIL is Key Note Speaker @ World Spa & Well-being Convention 2012

Datin Nor Hafizah Ismail from Kuala Lumpur is a highly skilled communication who has given lectures around the world. She is KEY NOTE Speaker for DEDICATION on 20th September @ World Spa & Well-being Convention 2012. Amongst others she is a Performance Coach, a Neuro-linguistic Programming & Time-Line Therapist and a Lecturer at the Universiti Kuala Lumpur in Kuala Lumpur.

She is a free person, someone who is pleasant year in and year out, and her voice is uplifting to others. She does not play it safe, is not deterred by failure, is occupied with the significant and demonstrative about her feelings.

Datin Nor holds a Bachelor of Arts (Honours) in English literature from Queen's University, Kingston, Ontario, Canada, a Diploma in Education (Honours), Universiti Kebangsaan Malaysia, (Bangi), Malaysia and a Master of Education, TESOL (Teaching English to Speakers of Other Languages), University of Leeds, United Kingdom.

An excellent communicator, highly motivated and passionate in regard to life and work with an extensive background in Education and Public Relations, she lives by the motto "The fragrance always stays in the hand that gives the rose."

CARMEN PANG YUK LING

Ms. Pang Yuk Ling is the Chairman of CHI FUNG International Group Co., Ltd. in Hong Kong. She is the founder of CHI FUNG SPA Academy, the President of Hong Kong Hair & Beauty Merchants Association, and the Secretary-General of Asian Hair & Beauty Association.

A passionate educator who is highly respected, she has vast professional Spa experience, travels abroad regularly to do site research and explore the latest spa information, to bring back the best, the most advanced managing experience and professional spa services to her clients and students.

She actively acts as a bridge of spa cultures. The team lead by her has built up thousands of international spas for the customers in China. She has spread the authentic spa culture and operation concept to every day of China. She has committed herself to Spa education and training for over fifteen years, having taught over 20,000 students whom today are working in beauty salons, hotels, spa centre, resorts in China and Hong Kong, and some have even set up their own businesses.

Download Fact sheet

Download Brochure

Who You Will Meet

Download Congress

World Spa & Well-being Convention 2012
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LAST CHANCE to leverage your spa opportunity with the industry gurus

The World Spa & Well-being Congress 2012
World Spa & Well-being Convention 2012 proudly presents **World Spa & Well-being Congress 2012**, a two day congress taking place on 19 - 20 September 2012, under the theme of "Inspiration & Dedication". Congress speakers are include a leader in green design, a screen writer, authors, healers, master therapists & government officials from Africa, America, Hong Kong, Italy, New Zealand, Philippines, Singapore and Thailand to guarantee a worldwide perspective from the big thinkers and the real players.

The World Spa & Well-being Congress is a two days of opportunity:

INSPIRATION (Wednesday 19th September) is targeted to the current industry leaders, visionaries, entrepreneurs and hotel managers, with an outstanding list of international speakers to inspire and challenge.

DEDICATION (Thursday 20th September) is targeted to the future industry leaders - spa managers, spa trainers and spa therapists, with topics from Healing, a traditional heard, to vocational training.

For full agenda and registration details, please [click here](#) to download congress brochure.

World Spa & Well-being Congress 2012
Venue: Jumper 4-7, IMPACT Exhibition & Convention Center, Bangkok, Thailand
Dates: 19 September - INSPIRATION
20 September - DEDICATION

No more hesitation!
Book your seat now, Click here

For more information about World Spa & Well-being Convention 2012, please contact Ms. Jaravee Kamolsiripichai, project manager of Impact Exhibition Management Co., Ltd. at telephone 02-833-5126, fax 02-833-5127-9 email: jaravee@impact.co.th or visit www.worldspawellbeing.com

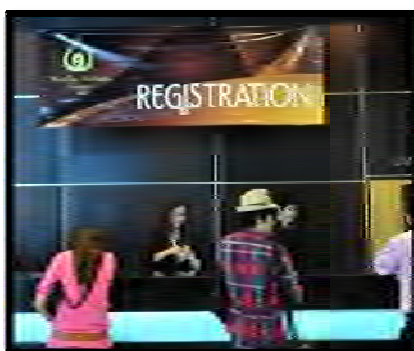
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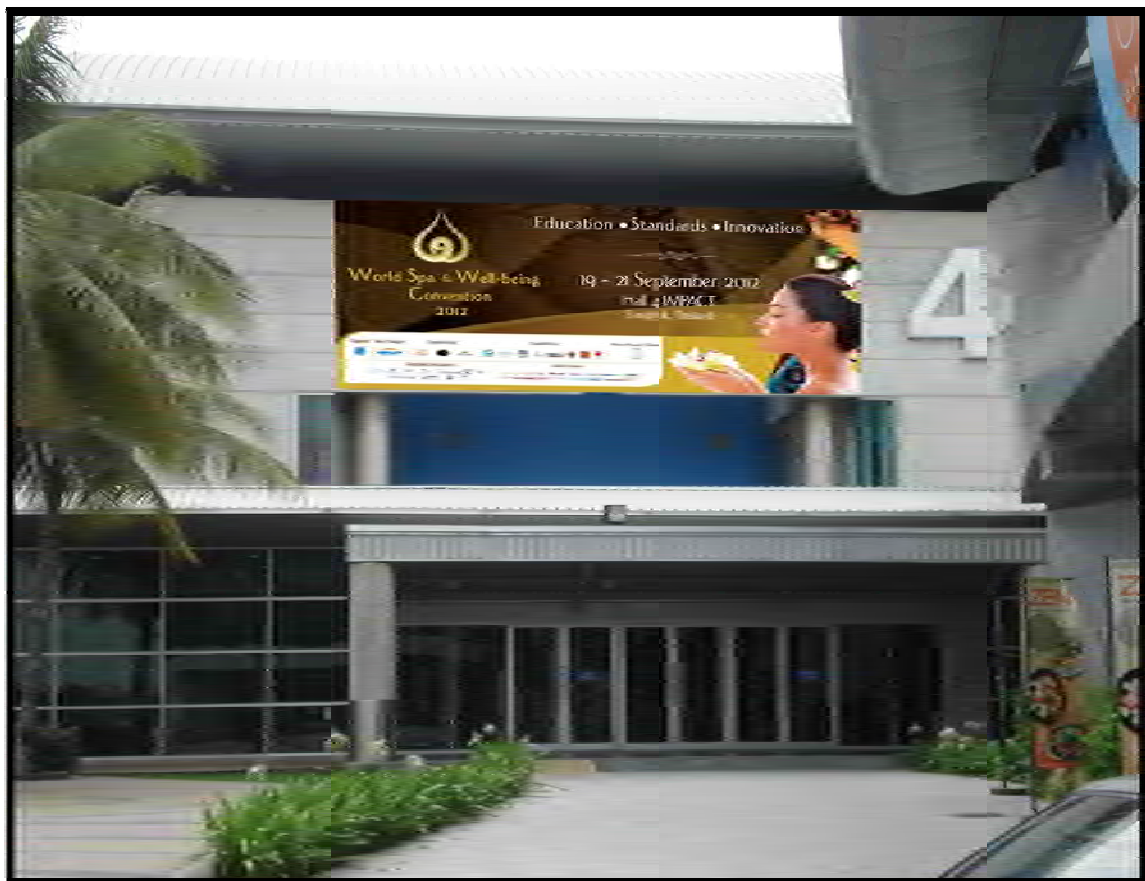
Supporting Association: Wellness Today, etc.

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APPENDIX C : ON-SITE DECORATIONS



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APPENDIX D : PHOTOS

