

13-16 November 2012
Eurexpo Lyon - France
www.piscine-expo.com

so innovative !

Piscine
2012 The world
spa and private
swimming pool
show

2010

An irresistible force of attraction



Taking a new look at world trends and the latest innovations, Piscine brought together all the players involved in the sector in an inimitable setting. By mobilising buyers from 90 countries (65% French, 24% European, 11% from outside Europe), Piscine 2010 proved to be the most effective exhibition on the international scene.

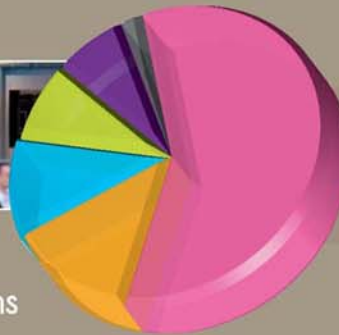
Visitors from all sectors:

- Construction / Installation
- Distribution
- Specification



Aqualie visitors:

- Private associations
- Local authorities



Figures that speak for themselves

104
new products

Innovation is the star of the Piscine show

More than **80**
journalists attending

People talked about you on all the continents!

17,883
visitors including **35%**
from outside France

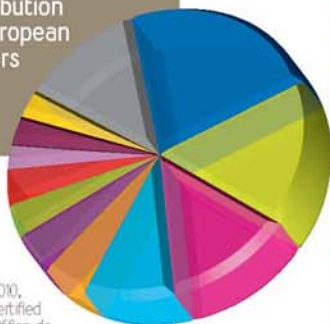
600
exhibitors including **51%** from outside France

1,000
brands presented on stands or represented

An exceptional satisfaction rating!

- 51,8 % of visitors visit more than 20 stands and spend several days at the show
- 90,7 % of visitors are extremely satisfied with the products and services presented on the stands
- 62,4 % of visitors say they always come to Piscine

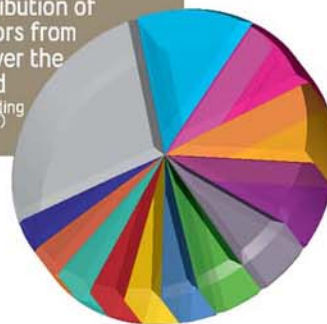
Distribution of European visitors



Source: Piscine 2010, figures certified by OJS (Office de Justification des Statistiques).

*Austria, Poland, Czech Republic, Norway, Cyprus, Finland, Hungary, Lithuania, Luxembourg, Estonia, Ireland, Latvia, Malta, Slovakia, Slovenia...

Distribution of visitors from all over the world (excluding Europe)



*Brazil, China, South Africa, Algeria, Colombia, Lebanon, Syria, Argentina, Japan, Kazakhstan, Singapore, Thailand, Bulgaria, Georgia, Montenegro, Serbia, Saudi Arabia, United Arab Emirates, Kuwait...

Have a look at the new video of the 2010 show on the website:

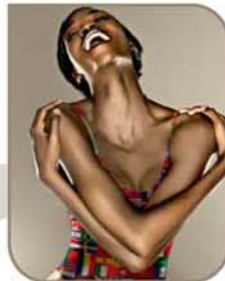
www.piscine-expo.com



2012

Your innovations deserve the very best exhibition!

Piscine brings together **1,000 brands of equipment or services for pools and spas**. Now considered to be **the greatest international venue** for professionals in the pool and spa sector, Piscine 2012 places emphasis on everything that creates value added for your range.



A host of networking opportunities

With 15 million euros invested in marketing and communication operations, for you, **Piscine has set up a unique network that has attracted the top professionals from France and around the world.**



Give your customer relations a head start

In 2010, over 50 experts spoke at the show's conferences and in the consultancy areas, helping to understand individual needs and advising on how to handle customer relations.

The next Piscine exhibition will again feature morning sessions and at the same time offer two new venues:



Piscine Campus : private areas where you can teach customers and prospective buyers how to use your equipment.

Piscine Water test : specific areas to demonstrate and test your products in a pool.

Showcasing your new products and services

Pool Vision, the trends area of Piscine 2012, **will be adopting an international approach and highlighting pool and spa trends from around the world.**

Innovation awards: with a new jury and new selection criteria, Piscine 2012 will stage the official prize-giving ceremony on the evening of the first day.



Win over your customers in an inimitable atmosphere

Piscine offers daytime and evening facilities for **entertaining your customers in a friendly, relaxed setting.**

Piscine party

Every evening, Piscine invites you and your customers to a distinguished location in Lyon.

LADY PISCINE

A special welcome for women, a pillar of the profession.



Streaming of reports, interviews, videos and images to find out everything there is to know about the sector.

www.piscine-expo.com





Piscine,
special
moments
to share
together.



Piscine 2012

The world
spa and private
swimming pool
show



2012

Discover the world's biggest ideas pool: So innovative

So innovative will be the central theme for 2012. Piscine is emphasising the basics that underpin your success and developing a **structured offering to target your customers even more effectively.**

Piscine is inventing a **new relations strategy** to demonstrate the advantages of your innovations and share your value added.

Construction & Installation

Your know-how and your innovations will make all the difference.

Services

Make the most of an ideal environment to promote your solutions.

Protection & Safety

Your systems and advice are always sought after.

Fitness & Wellness

Your offering is synonymous with quality of life.

Equipment & Accessories

Consumers dream of a pool with all the conveniences.

Living Pool

Accessories and decoration for pool surrounds.

NEW IN 2012

Piscine Water test

Demonstrate your products live!

In addition to your stand, Piscine offers you **test pools** to present your new products to customers and prospective buyers.



NEW IN 2012

Piscine Campus

Offer training during the show!

Train your teams and customers to use your new products or brand in **your customised training room** throughout the exhibition.



NEW IN 2012

Prize-giving ceremony

On 13 November, Piscine will be staging a highlight for the entire profession: an evening where prizes will be awarded to the winners of the Top 100 (technological innovation), Top Premium (worldwide launch), Pool Eco Attitude (sustainable development) and Pool Vision (world trends).



NEW IN 2012

Free marketing assistance

Take advantage of **customised advice** from your Piscine Services adviser to position your brand or your products on the circuit that your favourite visitors will follow.



NEW IN 2012

Worldwide pool trends

How pools are designed in different places.

Construction techniques, water treatment, linings, accessories, spas, **pool fashions from around the world.** 10 magazines identify the most outstanding projects from their countries. The 3 winners will receive the Pool Vision trophy during the prize-giving ceremony.



NEW IN 2012

E-commerce and social networks

Even more visitors informed about your attendance thanks to 2 new communication channels developed in 2012: **mobile phones** and **social networks.**



www.piscine-expo.com



Thorough preparation is the first key to success

Our dedicated team is more motivated than ever to assist and advise you.



France and other countries

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Eurexpo,
Lyon,
France



Take advantage of Lyon Welcome Attitude!

Lyon is the only city in France to have deployed special reception and accessibility facilities for exhibitors and visitors from all over the world:

- **Personal reception** at stations and airports,
- **Easy access to Eurexpo:** mobilisation of local taxis, optimisation of public transport access,
- **Special rates** at many hotels and restaurants partnering the show,
- **Not to be missed in Lyon:** the best places to shop and eat, useful information, etc.

www.piscine-expo.com

NEW FORMAT: 13 and 14 November 2012



Aqualic and wellness centres exhibition

www.aqualie.com

The only congress and show in France dedicated to the design, construction, renovation and fitting out of public pools, aquatic leisure centres and wellness facilities.



Lyon, the world of pools

