

**16-19 NOV. 2010 - Eurexpo Lyon, France**

This is your detailed guide to the Aqualie 2010 services.

## NEW STAND OPTIONS

Exclusive: be among the first Aqualie exhibitors to benefit from the "Déco" packages!

- **"Déco Confort" package** for stands measuring 12 to 54 m<sup>2</sup>
- **"Déco Expo" package** for stands measuring 55 to 81 m<sup>2</sup>

**Customise your stand using our range of fittings options** (colours, furniture, visuals, stand design).

**Save time thanks to a dedicated stand advisor** who will handle your stand logistics up to the opening of the show.

## NEW SERVICES

- **The "Connect Affaires" kit:** highly efficient means of attracting and making contact with all the professionals you want to meet.
- **The "Connect International" kit:** the global swimming pool market summed up in 8 studies, 30,000 web pages and export assistance.
- **The "Connect Réseaux" kit:** take care of your teams and visitors without spending all your time doing so. Leave your logistics problems to us, and focus on welcoming your guests.

## ■ SUMMARY OF SERVICES

	SPACE ONLY Reservation COMPULSORY	"BASIC" PACKAGE	"DÉCO CONFORT" PACKAGE	"DÉCO EXPO" PACKAGE	"START-UP" PACKAGE
Surface area	Minimum 12 m <sup>2</sup>	from 12 m <sup>2</sup>	12 to 54 m <sup>2</sup>	55 to 81 m <sup>2</sup>	9 m <sup>2</sup>
Price exc. VAT	€170 / m <sup>2</sup>	€65 / m <sup>2</sup>	€155 / m <sup>2</sup>	€138 / m <sup>2</sup>	€2,865
Carpet	No	Yes	Yes	Yes	Yes
Melamine partition	No	Yes	Yes	Yes	Yes
Exhibitor sign with stand no.	No	Yes	Yes	Yes	Yes
Cupboard	No	No	Yes	Yes	No
Lighting (1 track w. 3 spotlights/9 m <sup>2</sup> )	No	1	Yes	Yes	1
Furniture credit	No	No	€18 / m <sup>2</sup>	€18 / m <sup>2</sup>	No
Power supply	No	3 kW daytime single-phase	3 kW daytime single-phase	4 kW daytime single-phase	2 kW daytime single-phase
Advice & assistance with logistics: - Management of stand fitting - Management of orders for additional fittings (orders invoiced if not included in the package) - Management of orders for technical services (orders invoiced if not included in the package)	No	No	Yes	Yes	No
Daily stand cleaning	No	Yes	Yes	Yes	Yes
"Connect Affaires" kit	No	No	Supplement of €25 / m <sup>2</sup>	Supplement of €20 / m <sup>2</sup>	No
"Connect International" kit	No	No	Supplement of €25 / m <sup>2</sup>	Supplement of €20 / m <sup>2</sup>	No

# NEW AND EXCLUSIVE AT AQUALIE 2010 DÉCO PACKAGE STANDS!

New  
M&M

## WHAT IS THE REAL NOVELTY WITH THE DÉCO PACKAGE?

A dedicated advisor who will take stand management off your hands from construction through to exhibition opening.

The Aqualie dedicated advisor will take care of:

- fitting out your stand in line with your recommendations (choice of colours, stand design, furniture order, incorporation of your visuals, etc.)
- managing orders for additional fittings (lighting, floral decoration, hostess, signage, floor, podium, etc.). Orders invoiced if not included in the package.
- managing orders for technical services (filling and emptying of your pools, car park permits, slings, etc.). Orders invoiced if not included in the package.

## "DÉCO CONFORT" PACKAGE

12 to 54 m<sup>2</sup>



### ■ STAND FITTINGS (included in fixed price)

- PARTITIONS WITH PEBBLE-GREY ALUMINIUM STRUCTURE, WHITE MELAMINE PANELS, HEIGHT 250 CM,
- 2 GLUED PARTITIONS AT EDGES OF STAND (CHOICE OF 4 SHADES),
- 2 GRAY METAL EFFECT DECORATIVE PANELS,
- 1.5 M<sup>2</sup> CUPBOARD IN CORNER,
- TUFTED CARPET (CHOICE OF 4 SHADES),
- ALCOVE WORK AREA UNDER THE ARCH:
  - PEBBLE-GREY ALUMINIUM STRUCTURE: WIDTH 135 CM X DEPTH 200 CM X HEIGHT 300 CM
  - COVERED WITH A WHITE AWNING
  - FACADE PANELS 240 CM HIGH MADE OF TRANSLUCENT MAKROLON® (CHOICE OF 4 SHADES) OR CUSTOMISED VISUAL ON NON-WOVEN FABRIC
- 2 AISLE SIGNS, WHITE OR BLACK LETTERING ON PVC (CHOICE OF 4 SHADES),
- LIGHTING: 1 TRACK WITH 3 SPOTLIGHTS PER 9 M<sup>2</sup> MODULE,
- SWITCH BOX WITH 3 kW DAYTIME POWER SUPPLY,
- FURNITURE: CREDIT OF €18 / M<sup>2</sup>, FURNITURE CHOSEN FROM A PROPOSED SELECTION.

## "DÉCO EXPO" PACKAGE

55 to 81 m<sup>2</sup>



### ■ STAND FITTINGS (included in fixed price)

- PARTITIONS WITH PEBBLE-GREY ALUMINIUM STRUCTURE, WHITE MELAMINE PANELS, HEIGHT 250 CM,
- 2 GLUED PARTITIONS AT EDGES OF STAND (CHOICE OF 4 SHADES),
- 3 WOOD-EFFECT DECORATIVE PANELS, GRAY METAL
- 3 M<sup>2</sup> CUPBOARD,
- TUFTED CARPET (CHOICE OF 4 SHADES),
- ALCOVE WORK AREA UNDER THE ARCH:
  - PEBBLE-GREY ALUMINIUM STRUCTURE: WIDTH 300 CM X DEPTH 200 CM X HEIGHT 300 CM
  - COVERED WITH A WHITE AWNING
  - FACADE PANELS 240 CM HIGH MADE OF TRANSLUCENT MAKROLON® (CHOICE OF 4 SHADES) OR CUSTOMISED VISUAL ON NON-WOVEN FABRIC
- 2 CURVED AISLE SIGNS FIXED TO PARTITIONS,
- LIGHTING: 3 TRACKS WITH 4 SPOTLIGHTS,
- SWITCH BOX WITH 4 kW DAYTIME POWER SUPPLY,
- FURNITURE: CREDIT OF €18 / M<sup>2</sup>, FURNITURE CHOSEN FROM A PROPOSED SELECTION.

Non-contractual illustrations

# SPACE ONLY, "BASIC" STAND PACKAGE & "START-UP" STAND PACKAGE

## ■ SPACE ONLY:

**IF YOU WISH TO FIT OUT AND DECORATE YOUR STAND YOURSELF.**

Your space (minimum 36 m<sup>2</sup>) is indicated by markings on the floor.

**Exclusive: assistance from the SEPELCOM Design Office**

### Want to call on the services of a stand designer?

With more than 10 years of experience at the Piscine exhibition, hundreds of stands to its name and in-depth knowledge of the Eurexpo site, there is no doubt that the Sepelcom Design Office is **the most competitive stand designer.**



Examples of creations

See more examples of creations at [www.aqualie.com](http://www.aqualie.com), "Exhibit" section, then "Fit out your stand".

## PEOPLE TO CONTACT REGARDING STAND DESIGN: SEE BELOW

## ■ "BASIC" STAND PACKAGE:

**A SHELL SCHEME STAND FOR YOU TO EQUIP AND CUSTOMISE AS YOU WISH.**

Minimum 12 m<sup>2</sup>



### STAND EQUIPMENT

- NAVY BLUE CARPET,
- PARTITION WALLS,
- AN EXHIBITOR SIGN,
- A 3 kW POWER SOCKET,
- A TRACK WITH 3 SPOTLIGHTS PER 9 m<sup>2</sup>,
- STAND CLEANING.

### Need a supplier for additional stand fittings?

Carpet, cupboard, office, bar, lighting, signage, furniture, plants, plasma screen, etc.

## YOUR SEPELCOM CONTACTS REGARDING STAND DESIGN OR ADDITIONAL FITTINGS

◆ **For additional fittings** (carpet, floor, cupboard, lighting, signage, furniture, etc.)  
 Dorine DUBOURDEAU  
[dorine.dubourdeau@sepelcom.com](mailto:dorine.dubourdeau@sepelcom.com) - Tel.: 33 (0)4 72 22 31 17

◆ **For creation of a custom-built stand** (with 3D design, technical drawing, etc.)  
 Christophe YEGHIAZARIAN  
[concept@sepelcom.com](mailto:concept@sepelcom.com) - Tel.: 33 (0)4 72 22 33 15

## ■ "START-UP" STAND PACKAGE:

### A SIMPLIFIED OFFER TO START OUT AT YOUR FIRST EXHIBITION.

The start-up package is reserved for new companies (that have been in existence for more than one year and less than three years and have never taken part in an exhibition before).

The start-up package comprises a 9 m<sup>2</sup> pre-fitted stand, inclusion in the online catalogue and the registration fee.



Non-contractual illustration

### STAND FITTINGS

- NAVY BLUE CARPET,
- PARTITION WALLS,
- AN EXHIBITOR SIGN,
- A 2 kW POWER SOCKET,
- A TRACK WITH 3 SPOTLIGHTS,
- 2 EXHIBITOR BADGES,
- STAND CLEANING.

### Conditions of offer

**Offer limited to 12 stands.** The organiser reserves the right to turn down applications without giving reasons.

The location is allocated by the organiser.

The company must declare that it has never taken part in an exhibition before.

Offer reserved for individual exhibitors whose activities are found on the Piscine list of products and services.

The offer may not be claimed in conjunction with any other offer.

The application file consists of the present contract accompanied by a covering letter, the balance sheet of the previous financial year and an extract from the trade & companies register.

## DESCRIPTION OF SERVICES

### ■ "CONNECT AFFAIRES" KIT

- E-mailing to addresses in the Aqualie visitor file before exhibition,
- Individual business meetings during exhibition,
- Extract from the 2010 post-exhibition visitor file (except e-mail) (number of recipients limited to 1500).

#### PRICES "CONNECT AFFAIRES" KIT

With "DÉCO CONFORT" packages: €25 exc. VAT/m<sup>2</sup>  
With "DÉCO EXPO" packages: €20 exc. VAT/m<sup>2</sup>  
With other stand options: €1,700 exc. VAT

### ■ "CONNECT INTERNATIONAL" KIT

- Import/export assistance at the exhibition: information on transport, customs, legislation and tax in most destinations around the world.
- 30,000-page web portal (legislation, customs, transport, financing, etc.)
- Choice of 5 swimming pool market surveys (Brazil, Russia, India, China, United Arab Emirates, Tunisia, Thailand, Turkey)
- Assistance with hospitality before and during show: badges, bookings of hotels.

→ INTERPRETER OPTION: on request

#### PRICES "CONNECT INTERNATIONAL" KIT

With "DÉCO CONFORT" packages: €25 exc. VAT/m<sup>2</sup>  
With "DÉCO EXPO" packages: €20 exc. VAT/m<sup>2</sup>  
With other stand options: €1,700 exc. VAT

### ■ "CONNECT RÉSEAUX" KIT: LEAVE THE MANAGEMENT OF YOUR MEMBERS OR GROUPS TO US

- Special reception at the show entrance, visitor kits handed out.
- Preparation and dispatching of badges prior to the exhibition.
- Assistance with hospitality before and during show, bookings of hotels.
- Meeting room booking.

#### PRICES "CONNECT RESEAUX" KIT

Per person: €25 exc. VAT

# CUSTOMISATION & ADDITIONAL OPTIONS FOR DÉCO PACKAGE STANDS

## "DÉCO CONFORT" PACKAGE

## "DÉCO EXPO" PACKAGE

### CUSTOMISATION OPTIONS (included in fixed price)

- CHOICE OF 4 SHADES FOR THE CARPET, STAND EDGE PARTITIONS AND SIGNS,
- LOCATION OF THE 2 GRAY METAL EFFECT DECORATIVE PANELS, CUPBOARD, ARCH AND FURNITURE,
- ARCH FACADE PANELS: TRANSLUCENT MAKROLON® (CHOICE OF 4 SHADES), OR YOUR VISUAL PRINTED ON NON-WOVEN FABRIC.



- CHOICE OF 4 SHADES FOR THE CARPET, STAND EDGE PARTITIONS AND SIGNS,
- LOCATION OF THE 3 GRAY METAL EFFECT DECORATIVE PANELS, CUPBOARD, ARCH AND FURNITURE,
- ARCH FACADE PANELS: TRANSLUCENT MAKROLON® (CHOICE OF 4 SHADES), OR YOUR VISUAL PRINTED ON NON-WOVEN FABRIC.



### ADDITIONAL OPTIONS\* (supplements invoiced)

- HIGH-LEVEL SIGNAGE,
- SIGNAGE ON PARTITIONS,
- IMITATION STEEL PLATE CARPET INLAY,
- SHELVING, PODIUMS,
- FLORAL DECORATION,
- LIGHTING SUSPENDED FROM ALUMINIUM FRAME BENEATH ARCH.



- SIGNAGE ON PARTITIONS,
- HIGH-LEVEL SIGNAGE ON LIGHTING BRIDGE,
- SIGN ON SELF-SUPPORTING COLUMNS,
- IMITATION STEEL PLATE CARPET INLAY,
- SHELVING, PODIUMS,
- FLORAL DECORATION,
- LIGHTING SUSPENDED FROM ALUMINIUM FRAME BENEATH ARCH.



\* Options to be ordered from your stand advisor once the Exhibitor Technical Guide has gone online

Non-contractual illustrations

# LIST OF PRODUCTS & SERVICES

## CONSTRUCTION INSTALLATION

### CONSTRUCTION PROCEDURES

- 720101 New construction
- 720102 Transformation
- 720103 Refurbishment

### POOL STRUCTURES

- 720205 Pool - Galvanised steel panels
- 720211 Submerged portholes
- 720212 Pools / Structures (other)
- 720213 Mobile pool base
- 720214 Stainless steel structures

### LININGS

- 720301 Waterproofing
- 720302 Liner
- 720303 Re-inforced liner
- 720304 Tiling
- 720305 Paint
- 720306 Tools and accessories
- 720307 Mosaics
- 720308 Pool coating (other)

## EQUIPMENT AND POOL ACCESSORIES

### LIGHTING/ELECTRICITY

- 720401 Indoor lighting
- 720402 Underwater lighting
- 720403 Safety lighting
- 720404 Fibre-optics
- 720405 Electricity production
- 720406 Electricity distribution
- 720407 Electrical fittings
- 720408 Manufacturer of transformer
- 720409 Energy - Control and advice

### HEATING/REFRIGERATION/AIR CONDITIONING

- 720501 Heating / Cooling / Air conditioning processes
- 720502 Heating / Cooling / Air conditioning production
- 720503 Heating / Cooling / Air conditioning distribution
- 720504 Heating / Cooling / Air conditioning fittings
- 720505 Heating / Cooling / Air conditioning regulation
- 720506 Solar heating
- 720507 Dehumidification
- 720508 Heat exchangers
- 720509 Heat pumps
- 720510 Liquid solar fabric
- 720511 Solar covers
- 720512 Renewable energy sources

### AERIALIC

- 720601 Air diffuser
- 720602 Air extractor
- 720603 Air treatment
- 720604 Air ventilation
- 720605 Airflow regulation

### SONORISATION

- 720701 Sound system
- 720702 Central control (sound systems)
- 720703 Sound system equipment
- 720704 Underwater sound
- 720705 Transmitters / Receivers (sound systems)

## POOL ACCESSORIES

- 720801 Pool ladders and steps
- 720802 Diving board
- 720803 Facilities for people with reduced mobility
- 720804 Water games
- 720805 Paddling pool
- 720806 Rocks
- 720807 Waterfalls
- 720808 Overflowing accessories
- 720809 Racing lanes
- 720810 Slides
- 720811 Reels
- 720812 Wave machine
- 720813 Grid overflow

## MAINTENANCE

### FILTRATION

- 720901 Sand filters
- 720902 Diatomic filters
- 720903 Cartridge filters
- 720904 Filtration room
- 720905 Built-in parts
- 720906 Pumps
- 720907 Valves and connections
- 720908 Skimmers
- 720909 Water circulation pipes
- 720910 Filtration systems (other)

### WATER TREATMENT

- 721001 Bromine
- 721002 Chlorine
- 721003 Salt electrolysis
- 721004 Ionisation
- 721005 Ozone
- 721006 PHMB
- 721007 Regulation and monitoring
- 721008 Flocculent products
- 721009 Water treatment (other)
- 721010 Ultraviolet
- 721011 Corrosion preventives

### MAINTENANCE EQUIPMENT

- 721101 Vacuum cleaners
- 721102 Automatic equipment (maintenance)
- 721103 Manual equipment (maintenance)
- 721104 Maintenance products
- 721105 Maintenance equipment (other)
- 721106 Cleaning robot for bottom pool

## PROTECTION/SECURITY

### WINTER PROTECTION

- 721201 Winter shields pool
- 721202 Winter covers
- 721203 Winter roll-up covers

### PERSONAL SAFETY

- 721301 Rescue infirmary equipment
- 721302 Beds, stretchers...
- 721303 Reanimation apparatus
- 721304 Video monitoring
- 721305 Lifesaving
- 721306 Blankets
- 721307 Defibrillator

### SAFETY EQUIPMENT

- 721401 Alarm
- 721402 Barriers

- 721403 High swimming pool shelters
- 721404 Swimming pool shelters (other)
- 721405 Mecanization of swimming pool shelters
- 721406 Low swimming pool shelters
- 721407 Telescopic swimming pool shelters

## EQUIPMENT AND ACCESSORIES AROUND THE SWIMMING POOLS

### EQUIPMENT AND ACCESSORIES AROUND THE SWIMMING POOLS

- 721501 Lockers
- 721502 Cabins, cloakrooms
- 721503 Seats, chairs and benches
- 721504 Terracing
- 721505 Stop watches
- 721506 Giant screens
- 721507 Adjustable height intermediary flooring
- 721508 Sanitary
- 721509 Bicycle racks
- 721510 Hair dryers, hand dryers
- 721511 Hand towel distributors
- 721512 Cubicle curtains, towel rails
- 721513 Automatic ticket vending machines, ticket validators,...
- 721514 Catering facilities
- 721515 Tumble dryers
- 721516 Badges
- 721517 Access control
- 721518 Pool monitoring
- 721519 Video monitoring (public)
- 721520 Surveillance company
- 721521 Automatic distributors for swim accessories
- 721522 Taps for sanitary
- 721523 Showers
- 721524 Steam cleaning machine
- 721525 Snacking
- 721526 Cups, medals, silk-screen printing, adhesives,...
- 721527 Streamers, banners
- 721528 Special regulations signs
- 721529 Leisure equipment
- 721530 Recreational equipment

### SWIMMING ARTICLES

- 721601 Flippers, masks, snorkels
- 721602 Bathing towells and sheets
- 721603 Swimsuits
- 721604 Inflatable furniture
- 721605 Ring buoy

## WELLNESS

### SPA

- 722101 Spa - Hot tub
- 722102 Health spa
- 722103 Wave generators
- 722104 Countercurrent swimming
- 722105 Underwater massaging
- 722106 Therapeutic pool equipment
- 722107 Spa covers
- 722108 Spa water treatment
- 722109 Spa spare parts
- 722110 Gazebo
- 722111 Fragrances, essentials oils

## HAMMAMS SAUNAS SOLARIUM

- 722201 Hamman
- 722202 Sauna
- 722203 Solarium
- 722204 Solaria relaxing equipment
- 722205 Hydrotherapy
- 722206 Tables for massage

## FITNESS

- 722301 Fitness equipment
- 722302 Cardio training equipment
- 722303 Re-education equipment
- 722304 Body building equipment
- 722305 Aquafitness equipment
- 722306 Aquatic bike

## SERVICES

### CONCEPTION/IMPLANTATION

- 722401 Design offices
- 722402 Software conception, editors
- 722403 Data bank
- 722404 Conception material
- 722405 Specialized services
- 722406 Feeders
- 722407 Installation equipment
- 722408 Surveying equipment
- 722409 Multi-purpose complex

### OPERATION MANAGEMENT

- 722501 Operation management concepts
- 722502 Operation management hardware
- 722503 Operation management software
- 722504 Operation management signalling systems
- 722505 Study, design renovation
- 722506 Management and operation of sports and leisure complex
- 722507 Members management

### ORGANISATIONS/SERVICES/PRESS

- 722601 Technical centers
- 722602 Laboratories
- 722603 Engineering companies
- 722604 Internet and web sites
- 722605 Training organisations
- 722606 Finance, insurance companies
- 722607 Maintenance companies
- 722608 Other associations and organizations
- 722609 Standardisation and qualification organizations
- 722610 Exhibitions and fairs organizer
- 722611 Press
- 722612 Consulting
- 722613 Chamber of commerce / Embassy
- 722614 New technologies
- 722615 Subaquatic multimedia system