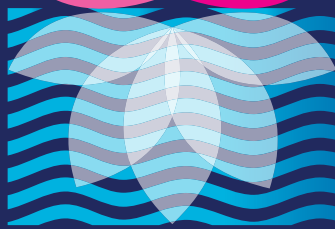




The premier event for the bath, pool,  
spa and associated industries in  
Saudi Arabia



# SAUDI

BATH | POOL | SPA  
EXPO 2013



30 April – 2 May 2013 • 20-22 Jumada al-Thani 1434 A.H.  
Jeddah Centre for Forum and Events, Jeddah, Kingdom of Saudi Arabia

 Reed Exhibitions



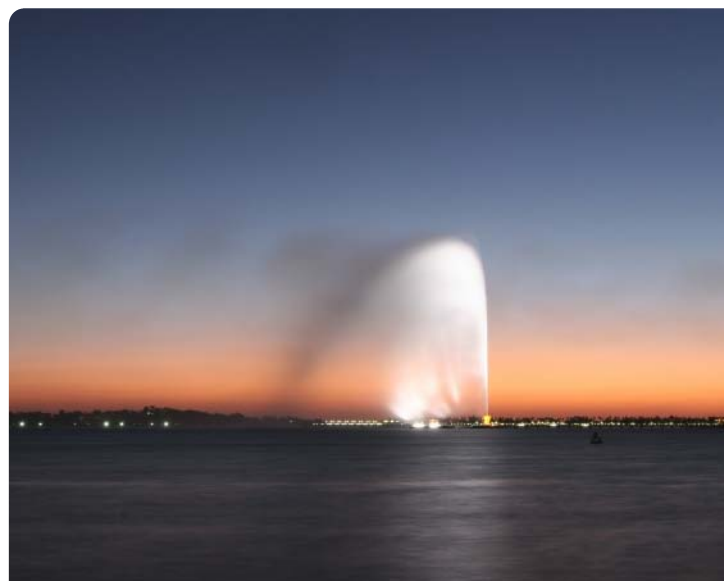
[www.saudibathpoolandspa.com](http://www.saudibathpoolandspa.com)

# General Market Overview\*

The Kingdom of Saudi Arabia is one of few fast-growing countries in the world and in order to sustain its pivotal role in the world economy, the Kingdom will continue to expand its non-oil export options.

With the largest population in the region, approximated at 27.1 million as released by the Central Department of Statistics and Information in 2010, Saudi Arabia will continue to be a lucrative market in the construction sector as two million residential units are required by 2014. The General Housing Authority has estimated an investment of 66 billion dollars on new homes in the next 12 months.

Saudis continue to be the biggest spenders in the GCC with a relatively high per capita income of \$24,200 reported in 2010. This figure is forecasted to reach \$33,500 in 2020.



Source: "Saudi Arabia Business Forecast Report." Business Monitor International Ltd., August 2011.

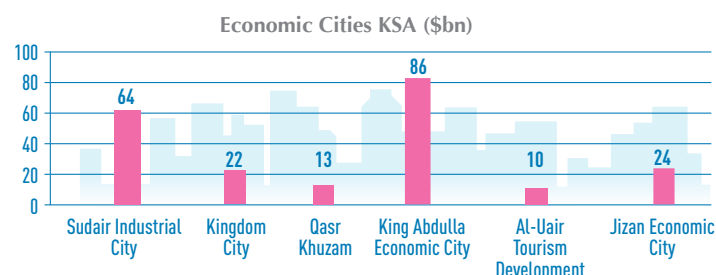
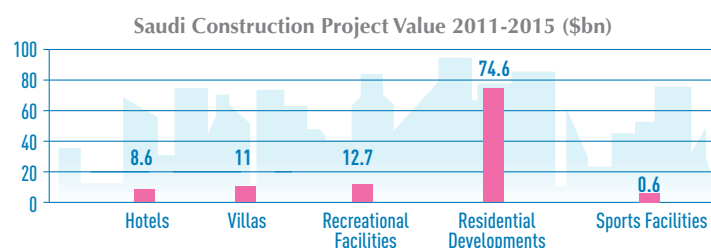
## Saudi Arabia Construction Projects

The construction industry value in Saudi Arabia will reach US\$24bn in 2015 with real y-o-y growth of 3.46% which is 5.3% of the country's GDP.

Saudi Arabia General Investment Authority announced a US\$ 624bn investment programme through to 2020.

As part of this investment programme, Saudi Arabia will be launching six economic cities which are planned to be completed by 2020.

The six major economic cities planned across Saudi Arabia are expected to contribute \$150bn to the country's GDP by the year 2020 and provide job opportunities for 1.3 million people.



### King Abdullah Economic City

Estimated cost: **US\$86bn**

Status: Execution

Project owner: Emaar, the Economic City

### Sudair Industrial City

Estimated cost: **US\$40bn**

Status: Execution

Project owner: Saudi Industrial Property Authority (Modon)

### Jizan Economic City

Estimated cost: **US\$24bn**

Status: Construction

Project owner: MMC Corporation Berhad/Saudi Binladin Group

### Kingdom City

Estimated cost: **US\$22bn**

Status: Engineering, procurement and construction bid

Project owner: Emaar Properties/Kingdom Holding Company

### Qasr Khuzam

Estimated cost: **US\$13bn**

Status: Design

Project owner: Khuzam Real Estate Development Company

### Al-Uair Tourism Development

Estimated cost: **US\$10bn**

Status: Design

Project owner: Saudi Commission for Tourism & Antiquities

Source "Saudi Arabia." MEED, 30 December 2011-5 January 2012: Vol 55, No. 52.



# The Show at a glance



Saudi Bath, Pool & Spa Expo 2013 is the sole business platform for dealers and manufacturers, offering them tremendous opportunities to reach out to the most qualified buyers from the Kingdom of Saudi Arabia and neighbouring countries.

## Event Details

Event Name: Saudi Bath, Pool & Spa Expo 2013  
Edition: 1st edition  
Date: 30 April – 2 May 2013  
(Tuesday – Thursday)  
Venue: Jeddah Centre for Forum & Events  
Exhibition Hours: 4 to 10 PM  
Net Area: 4,112 net sqm

## Exhibitor Product Groups

- Sanitary ware & bathroom accessories
- Pool products & equipment
- Landscaping equipment & services
- Pipes & fitting
- Water treatment
- Building materials
- Tiles & mosaic
- Lighting
- Spa equipment, fittings & accessories
- Spa products
- Pool cleaning products & maintenance services

## Event Features

- Innovation Podium
- Demonstration Area
- The Project Zone
- Seminars & Workshops (both free and paid)
- Networking Dinner

## Participation

- Shell scheme stand (min. 12 sqm) starting from SAR 1,877.00 (\$504.57 per sqm)
- Raw Space only (min. 18 sqm) starting from SAR 1,557.00 (\$418.55 per sqm)

## Participation Numbers

Expected Exhibitors: 150+  
Expected Visitors: 4,000+

## Visitor Target Groups

- Building contractors & sub-contractors
- Architects & building consultants
- Interior designers
- Landscape architects, engineers & consultants
- Hotel & resort professionals
- Construction professionals
- Health & wellness professionals
- Import-Export professionals
- Retail experts & professionals
- Real estate & tourism professionals
- Leisure & theme park entertainment professionals

## Admission

- Open to trade professionals and general public
- Admission is free

## Organiser

**Reed Exhibitions FZ LLC**  
P.O. Box 77899, Abu Dhabi, UAE  
T: +971 2 491 7615  
F: +971 2 491 7612  
E: info@saudibathpoolandspa.com

# Event Profile

Saudi Bath, Pool & Spa Expo 2013 is positioned to be the leading event for the bath, pool and associated industries in the Kingdom.

Saudi Bath, Pool & Spa Expo 2013 is an ideal platform for international product manufacturers, exporters, service providers and project builders to present their product/service portfolio to a high-spending and very lucrative construction market in the region.

The event is set as an invaluable opportunity for international key players, buyers and professionals to network, share concepts and ideas and conduct business.

Saudi Bath, Pool & Spa Expo 2013 will be launched in Jeddah, a city which is fast becoming the financial centre, business hub and a major port for exporting non-oil products and importing other goods in and out of the Kingdom of Saudi Arabia.

The launch edition will feature high-calibre presentations, a series of workshops and seminars, both free and paid, a gala dinner and exclusive one-to-one sessions that will provide learning and networking opportunities to targeted participant groups in the identified sub-sectors of construction such as interior design, architecture and engineering.

Saudi Bath, Pool & Spa Expo 2013 is expected to welcome over 150 exhibitors and more than 4,000 visitors in Jeddah during the three-day exhibition.

## Unique Features



### The Exhibition

Showcase your brand during the three-day display of products and services in bath, pool, spa and landscaping sectors



### The Innovation Podium

Book high-calibre presentations on latest and most advanced equipment and services covering the bath, pool and spa sectors



### The Project Zone

Network with project owners and potential providers to match sourcing requirements in major construction projects in Saudi Arabia



### Seminars & Workshops

Participate in free and paid seminars and workshops which will discuss relevant issues and challenges in the bath, pool and spa sectors



### Demonstration Area

Launch products and unique innovation by providing first-hand experience to visitors



### Networking Dinner & One-to-Ones

Meet decision makers participating in the event and discuss business opportunities

Saudi Bath, Pool & Spa Expo 2013 will attract unique trade and consumer visitors, including private homeowners, building owners, real estate & hotel developers, pool & spa fans, architects, consultants, trading companies and many other qualified visitors from the Kingdom of Saudi Arabia.

## Exhibitor Product Groups



### Bathroom materials, fittings and accessories

Showers, bathtubs, whirlpools and hot tubs, sanitary ware, faucets, sinks and vanities, tiles and mosaics, bath accessories, heating and ventilation, bathroom fittings and hardware; bathroom furniture, glass and glassware (mirrors, cabinets, shower cubicles, etc.); water supply and draining systems.



### Swimming Pool products, equipment and accessories

Concrete, ready-made and inflatable pools; lap pool generator (swim spas); water-body design; water park equipment and design; filtration equipment; pool pumps; pool cleaning equipment and chemicals; water supply recirculation and conservation; lighting system; stairs/handrails; floor water nozzles; pool covers and enclosures; safety and security products; thermometers; chemical testing; competition equipment; diving platforms; towers; heating systems; sun beds; umbrellas; sunshades; decorative products; gazebos and pergolas; fountains and ponds; water attractions: water chutes, water effects, etc; tiles and mosaics; white goods; anti-slip systems; lighting and sound systems; changing room equipment and accessories, lines, ornaments



### Spa products, equipment and services

Day spas, club spas, destination spas, health centre facilities; spa equipment; massage equipment; steam and sauna rooms; hot tubs; portable spas; aromatherapy; fragrances; oil blends; fitness consultants; fitness equipment; alternative medicines; cosmetics; perfume; skin care; hair care; dehumidifier



### Landscaping services, equipment and accessories

Landscaping design services, landscaping architecture, hard and soft landscaping, paving, aggregates, decking, garden buildings, pots and holders, garden features, stonework and equipment, pond accessories, timber, walling, fencing, iron work and public art, statuary, ornaments and outdoor furniture; repair and maintenance services, architectural software; facility planning and management software

# Participation Options

## Why participate?



Network with top local industry professionals in construction/engineering, architectural business, interior design and landscaping








Launch new products or services, open a new office and discuss capabilities with visitors or even close business deals



Engage yourself in the latest market developments and be informed of up-to-date business information through simultaneously held high calibre educational program

## Stand Options - choose from a range of convenient stand packages

Stand Component	Specification	Rate per sqm/unit (SAR)	Images (Provided as examples only. Actual products may differ.)
Raw Space	Blue Zone Option Grey Zone Option White Zone Option	1,632.00 1,587.00 1,557.00	Please request for an updated copy of the floorplan for allocation of hall zones from the show team or contact <a href="mailto:info@saudibathpoolandspa.com">info@saudibathpoolandspa.com</a>
Shell Scheme	Structure: Aluminium profile 2.50 m height with wooden panels (1 panel is 2.36 m height x .965 m width) Flooring: Disposable carpet Lighting: One spotlight per 3 sqm Furniture: One lockable counter, 2 chairs, 1 table and 1 waste bin Electricity: One 13 amp power socket	320.00	
Upgraded Shell Scheme	Structure: Aluminium profile 2.50 m height with wooden panels (1 panel is 2.36 m height x .965 m width) Storage area: 1 m X 1 m with lockable folding door Flooring: Disposable carpet Lighting: One spotlight per 3 sqm Furniture: One lockable counter, 2 chairs, 1 table, 1 brochure rack and 1 waste bin Electricity: One 13 amp power socket	561.00	
Wooden Shell Scheme	Structure: Wooden wall 2.5 m height, pylon 2m height with company name Flooring: Parquet, 10 cm platform Signage: Wooden Pylon Lighting: 1 Armlight per 3 sqm Furniture: Two sofa, 1 reception counter, 1 bar stool, 1 brochure rack, 1 coffee table and 1 waste bin Electricity: One 13 amp power socket	1006.00	
Double Deck Structure Premium	Exhibitors who have booked a space and are building their own two-level stand should pay the double decker premium.	15% premium on space rate	
Basic Furniture Package	One table, two chairs, one lockable counter and one waste bin	510.00	

# Sponsorship Opportunities

## Why Sponsor?



Reinforce brand recognition with key customers, attract new clients



Highlight your presence at the show, drive traffic to your stand



Raise brand awareness



Increase your media exposure before, during and after the event

Different sponsorship packages have been designed to enhance the awareness of your brand.

For tailor-made packages to suit your budget and marketing objectives, email: [info@saudibathpoolandspa.com](mailto:info@saudibathpoolandspa.com)

SPONSORED ITEMS, LOGO PLACEMENT	Title Sponsorship (SAR) Advertising Bundle (SAR) Total Sponsorship Package (SAR) No. of packages for sale	DIAMOND	PLATINUM	GOLD	SILVER
		100,000.00	75,000.00	60,000.00	35,000.00
		150,000.00	105,000.00	65,000.00	45,000.00
		250,000.00	180,000.00	125,000.00	80,000.00
		1 package	2 packages	3 packages	4 packages
Brochure branding (e-version)		✓	✓	✓	✓
Visitor invitation (card/flyer)		✓	✓	✓	✓
VIP invitation cards and envelopes		✓			
Pre-registered visitor e-badge notification		✓	✓	✓	✓
Newspaper ads		✓	✓	✓	✓
Magazine ads		✓	✓	✓	✓
E-newsletters		✓	✓	✓	
Exhibitor party invitations		✓	✓	✓	✓
Hall entrance banners		✓	✓	✓	✓
Registration counters		✓	✓	✓	✓
VIP fast track registration counter		✓	✓	✓	✓
Venue advertising channels		✓	✓	✓	✓

*Note: All prices except sponsor shared banners (e.g. entrance banner, registration counters, etc.) exclude production costs. Please consult with your sales representative for more details or email to [info@saudibathpoolandspa.com](mailto:info@saudibathpoolandspa.com)*

## Advertising Opportunities

### Print advertising

Newspaper inserts; industry specific magazine inserts; exhibition floor plan; visitor invitation cards; VIP invitation cards; VIP invitation envelopes

### Digital advertising

E-newsletters; web banners; videos; targeted email shots or visitor registration confirmation

### Other popular options

Branded pens, flyers or gift distribution or roll up banners at the reception area of the networking dinner

### Onsite/Venue advertising

Registration area; banners and posters; visitor badges and lanyards, exhibition bags; or seminar theatre branding

### Show catalogue advertising

Full or part page advertisements, spread, covers, enhanced company profile or catalogue book mark

## Speaking Opportunities at the INNOVATION PODIUM:

Reserve your spot to present your products and services to your target audience during the three-day event.

Contact your Reed Exhibitions representative or email: [info@saudibathpoolandspa.com](mailto:info@saudibathpoolandspa.com)



# Saudi Bath, Pool & Spa Expo 2013



## Show Dates

30 April – 2 May 2013 (Tuesday to Thursday)  
20-22 Jumada al-Thani 1434

## The Venue



**Jeddah Centre for Forums and Events**  
Madina Road, Midway Airport, Jeddah,  
Saudi Arabia

The venue is designed to meet the needs of some of the biggest exhibitions held in Saudi Arabia. The 8,106 sqm (4,112 net sqm) exhibition area is equipped with a modern conference hall, a well-furnished business centre, cafeterias, and a mosque.

## About Jeddah

Jeddah is located by the Red Sea and it is the second biggest Saudi city after Riyadh. It has developed and grown vastly during the last two decades of the 20th century. Today, it is known to be the financial centre and business hub of the Kingdom of Saudi Arabia as well as a major port for exporting non-oil products and importing other goods.

Jeddah has become a very attractive destination for international investors and most of the international banks have branches in the city. The city is well known for its special architectural designs and it is considered as one of the biggest high-end design capitals in Saudi Arabia.



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[www.saudibathpoolandspa.com](http://www.saudibathpoolandspa.com)

## Contact us



P.O. Box 77899, Abu Dhabi, UAE  
Office 1001, 10th Floor Twofour54 Building,  
Al Rotana Complex, Khalifa Park  
Abu Dhabi, United Arab Emirates  
T: +971 2 491 7615  
F: +971 2 491 7612  
E: [info@saudibathpoolandspa.com](mailto:info@saudibathpoolandspa.com)



P.O. Box 15, Jeddah 21411  
Kingdom of Saudi Arabia  
T: +966 2 6603996  
F: +966 2 660 3682  
E: [info@saudibathpoolandspa.com](mailto:info@saudibathpoolandspa.com)

## International Sales Network

### Italy

**Ms. Maria Carla Avogaro**

International show s.r.l.

Viale Bacchiglione 28 - 20139 Milano, Italy

T: +39 02 57403340

F: +39 02 57402055

E: [Mariacarla.avogaro@internationalshow.it](mailto:Mariacarla.avogaro@internationalshow.it)

### UAE

**Mr. Fehmi Ouaja**

Reed Exhibitions FZ LLC

P.O. Box 77899, Abu Dhabi, UAE

T: +971 2 4090334

F: +971 2 4917612

E: [Fehmi.ouaja@reedexpo.ae](mailto:Fehmi.ouaja@reedexpo.ae)