

# Piscine SPLASH! ASIA



Platinum Sponsor



Media Partner



Supported by



Organised By



## Pool & Spa Trade Show

20-21 May 2013, Singapore  
Suntec Singapore International  
Convention and Exhibition Centre

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

# Invitation to sponsor and exhibit at Piscine SPLASH! Asia 2013



## Position in the market

Piscine SPLASH! Asia is the result of the association of two reputed pool and spa show organizers sharing the same strategy : offering the international pool and spa industry the opportunity to develop export markets and building strong connections with international big players and buyers.

Piscine (international leader show with 1000 brands gathered every two years) and SPLASH! (award winning trade show in Australia and New Zealand for pool and spa professionals) have merged their respective expertise in order to provide the Asian market with the most important show for the professional pool and spa market.

Respectively started in 1991 and 1998, Piscine and SPLASH! share a true international knowledge of the pool and spa industry and the same criteria for quality events.

Piscine SPLASH! Asia show can offer:

- the expertise of professional organizers
- the know how of respected teams
- the knowledge of the Asian region
- a complete range of services to have the best promotion for company and products
- networking opportunities
- seminars and workshops with international speakers

**SPLASH! Asia launched in 2011 was very successful with most of the world's most important brands gathered for the needs of almost 800 visitors (pool builders, distributors, landscapers, architects, real estate industry, public pools and aquatic parks) coming from 10 different Asian countries (Singapore, Malaysia, Thailand, Vietnam, Indonesia, Cambodia, Hong Kong, the Philippines, India).**

For the 2013 event, Piscine SPLASH! Asia aims for more than 100 exhibitors and 1500 visitors.



## SPLASH! Asia 2011 attendees

agent/distributor	14%
aquatic/leisure/sports centre	4%
architect/developer	5%
construction/engineering	12%
council/government	2%
manufacturer	6%
other	6%
pool builder/installer	25%
retailer	9%
service technician	8%
wholesaler	9%

## Visitor's profile

- Pool construction and installation professionals
- Pool and spa maintenance companies
- General construction companies
- Distributors specialising in pool and spa equipment and accessories
- Fluid network and water treatment engineers
- Water & leisure centres and amusement parks
- Sauna, spa and Hammam installers
- Wellness centres
- Specifiers (landscape architects)
- Investors
- Developers
- Government authorities

## Sponsorship opportunities

Piscine SPLASH! Asia offers plenty of opportunities to enhance your company's brand or to launch new products. Sponsors will raise their profile amongst the key leaders of the Asian market. In 2013, there is a limit of one Platinum (sold), two Gold and three Silver sponsorship packages.

## Sponsorship benefits

- provide effective marketing opportunities to draw attention to your products and services
- maximize exposure to your target market
- allow the unrivalled opportunity to meet your commercial prospects face to face
- improve your existing relationship with key clients
- Build awareness of your product or service within the industry
- Allow for networking with potential 1500 key accounts of the Asian market
- Provide the opportunity to have your company promoted regionally through relevant conference publications, advertising and electronic media

## Gold sponsorship (Limited to 2 companies) \$8500 USD

### Pre-event exposure

- Logo on the Piscine SPLASH! website under "sponsors"

### During the event

- your corporate logo will be displayed as a Gold Sponsor in the show guide
- company listing and logo on the sponsor page
- logo on the floorplan
- receive public acknowledgement from the podium at all major show events (education sessions, networking sessions)
- your company logo will be displayed on signage in the registration area

## Silver sponsorship (Limited to 3 companies) \$5500 USD

### Pre-event exposure

- Logo on the Piscine SPLASH! website under "sponsors"

### During the event

- your corporate logo will be displayed as a Silver Sponsor in the show guide
- company listing and logo on the sponsor page
- logo on the floorplan

## Other contributions

### Events and contents

Welcome Reception 20th May 2013	\$5000
Lanyards	\$3000
Show bag insert	\$850

### Advertising in the show guide

Cover page	\$1875
1 page 4 colours	\$1345
½ page 4 colours	\$875

## A new market

Though relatively new, the pool & spa market in Asia is potentially huge.

Interest in the commercial pool sector and spas – has been steadily growing and with this growth has come creative opportunities for architects and landscapers as well as design and safety issues.



## Geographic zones covered

Singapore, Brunei, Cambodia, China, Hong Kong, India, Indonesia, Japan Laos, Malaysia, the Maldives, Philippines, South Korea, Vietnam, Sri Lanka, Taiwan, Thailand, Australia and New Zealand.

Located in the heart of Asia, Singapore thrives as an international trading hub. With an excellent infrastructure, highly skilled workforce and strong international communications – Singapore is a compelling destination for Piscine SPLASH! Asia.



## Stand opportunities

Piscine SPLASH! Asia offers around 100 stands starting at size 3x3. You can choose space only or shell scheme stands. Special orders or tailor made stands can be provided by our local contractor.

SPACE ONLY: 350 USD per sqm

SHELL SCHEME: 425 USD per sqm

Shell scheme includes:

- Shell scheme with company name – blue letters on white background – \$425 pers sqm (USD)
- Two spotlights
- One 240 volt 13 amp power point
- Fully carpeted
- Furniture – includes an information counter and 2 folding chairs – stands over 9sqm also include a round table
- Company listed in show guide
- Company listed on website (www.piscinesplashasia.com)

## Show promotion

- SPLASH! magazine will preview the exhibition in three issues and will be covering an Asia –Pacific review of the market
- SPLASH! website has become the premier location for information in the industry. Containing a calendar of events, articles from SPLASH! magazine and an online directory, the number of visitor per month exceeds 3000.
- GL events and Interpoint Events have many years experience in visitor promotion. With an online, direct mail and print marketing campaign and electronic registration, the promotion to buyers throughout the region will be extensive.
- There will be media coverage/advertising in more than 20 magazines worldwide and more than 25,000 contacts will be mailed invitations and direct marketing.

## Networking Opportunities/ Social Program

- From 5.30pm-7.00pm on the 20th May 2013 there will be a Welcome Reception for all attendees and exhibitors
- From 8.30am-10.00am on the 21st May 2013 there will be an Exhibitors Breakfast hosted on the show floor (prior to opening)
- For the duration of the event there will be a lounge offering tea, coffee and water and a meeting place for exhibitors and media
- Pre and post event there will be technical tours/site inspections (costs will apply)



## Venue - Suntec Singapore International Convention and Exhibition Centre

Suntec Singapore is a world-class venue located at the heart of Asia's most integrated meetings, conventions and exhibitions hub. With 100,000sqm of versatile floor space over six levels, this award-winning venue with top-notch facilities and service is designed to cater to a diverse range of events.

A fully integrated convention city, Suntec Singapore offers direct access to 5200 hotel rooms, 1000 retail outlets, 300 restaurants, 6 museums and a world-class performing arts centre, Esplanade - Theatres on the Bay, all within a 15-minute walk. In addition, it is conveniently located adjacent to the Central Business District with Changi International Airport a mere 20 minutes away.



*"We (Pentair) are looking forward to sponsoring and participating in the Singapore Piscine SPLASH! Asia Show in 2013! It is a great opportunity for us to spend some time with our long term Asia Pacific customers and strengthen our ties to them. It also shows our commitment to the market as well as our long term commitment to support our customers and the industry."*

**Hugh D. Smith**  
Director Of Pool Group - APAC  
Pentair Australia/New Zealand



### Australia, New Zealand and Asia (excluding China and India) Interpoint Events



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