

Sponsorship

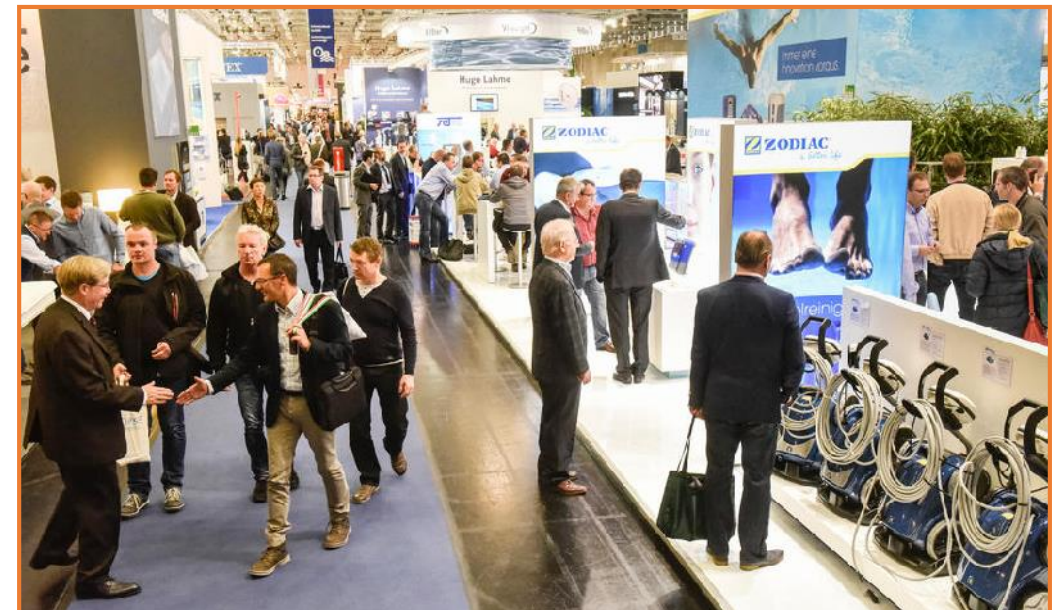
International
Swimming Pool and Wellness Forum
accompanying aquanale and FSB 2017
7-10 November 2017, Cologne



FSB and aquanale: The industry platform for pool and wellness professionals



- B2B platform for sport and pools, leisure and amenity areas, wellness and well-being
- Synergies from two internationally oriented trade fairs: at same location and same time
- International meeting place for architects, designers, operators and investors from the leisure, hotel and wellness sectors
- The latest news from the fields of technology, design, management and marketing
- Roughly 27,000 national and international trade visitors from over 119 countries on the 4 days of the fair
- Foreign share of visitors: 57% in 2015
- Some 400 representatives of the international trade press



Your platform for B2B at aquanale and FSB

- Lecture and networking area for the private and public swimming pool and wellness sector
- Top industry themes
- Brief talks and exciting workshops
- Simultaneous German/English interpreting
- Participation for trade fair visitors free of charge
- Central location in Hall 6



Subjects of talks and workshops

1. Technology, design and trends
2. Marketing, communication, social media and recruitment
3. Standards, guidelines and economic indicators from the industry
4. PlanerFORUM Bäderbau (designers' forum on pool construction)
5. Efficient and sustainable operating models for swimming pools, and hotel pool and spa sector
6. International "Europe meets USA" networking platform



Showcase your company!



Stand out from the crowd when visitors to the two fairs find out about the latest developments in technology, design, management and marketing at ISWF. Make new contacts and build on existing business relations.

Swim with the tide of success!



How you benefit as a sponsor

- Logo display with a link to respective homepage via Web 2.0 to reach some 100,000 business partners in over 90 countries (June to November 2017):
 - Logo displayed on the landing pages of the ISWF at aquanale and FSB
 - Links & logo at www.pro-aquanale.de
 - Logo displayed with LinkedIn, Xing, Facebook and Twitter messages
 - Links in the newsletters of aquanale, FSB and IAKS (roughly 90,000 qualified addresses)
- Branding in other central areas of FSB and aquanale with up to 35,000 contact opportunities on the four days of the fair
- Logo displayed in the attractively designed lecture and networking area in Hall 6
- Logo displayed in the event documents
- Reporting in the trade magazines “Pool” and “sb” (print run of roughly 30,000 copies) and in the print edition of “Eurospapoolnews”

Price: €500 plus VAT

Your contacts



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