

MIAMI

SEPTEMBER 12-13, 2004

MIAMI BEACH CONVENTION CENTER • MIAMI, FL

FACT SHEET

Event

The Spa & Resort Expo and Conference - Miami and The Medical Spa Expo and Conference - Miami is a comprehensive marketplace designed exclusively for the Florida spa and medical spa industries.

Produced by Reed Exhibitions, the world's largest organizer of business-to-business events, Reed plans and executes over 50 events in the U.S. and Canada, serving 25 different industries and over a half million professionals. The Spa & Resort Expo and the Medical Spa Expo were first launched in New York City and were a huge success! In 2003, the Event's second year, pre-registered attendance doubled to nearly 4,000 professionals.

Florida represents the fourth largest spa market in the United States and has seen growth trends in the anti-aging and wellness markets. The launch of an annual Florida event provides Florida industry professionals with a convenient option to participate in Reed's popular Spa events. The Miami Events will continue to focus on the same niche of spa owners and managers and medical professionals that has worked for the New York event. The high concentration of high-end resorts, cruise lines and other related travel/spa businesses, creates an opportunity to expand the attendee-base. In addition, due to Miami's geographic location, the Events will target the burgeoning Caribbean and Latin/South American spa markets.

Both Spa & Resort Expo- Miami and Medical Spa Expo-Miami will have a targeted conference program that address important issues such as spa management and operations, treatment trends, marketing and PR addresses provides a valuable continuing education resource for Florida's industry professionals.

IT'S THE ONLY EVENT IN FLORIDA THAT COMBINES THE SPA AND MEDICAL SPA MARKETS

Show Facts

Spa & Resort Expo - Miami:

- **Florida is home to 12,127 spa-related establishments including: day spas, resort/hotels, facial salons, fitness clubs and beauty salons¹**
- 9 of the 20 cruise ship companies that operate cruises to the Caribbean and also offer spa services are located in Florida; a total of 78 cruise ships are based in Florida.¹
- The resort/hotel spa segment has shown a cumulative two-year increase of 143% in a number of locations²
- Spa facial care is predicted to rise 6.7% annually to reach \$857 million in 2005 and spa body care to increase 10.5% annually to reach \$150 million in 2005.³

Medical Spa Expo - Miami:

- **Between 1997 and 2002, the growth rate for medical spas in the United States was 143%. It is estimated that medical spas account for \$205 million of the \$10 billion spa industry.¹**
- **Florida is home to 16,090 medical spa related personnel and has the second largest concentration of plastic surgeons and dermatologists in the United States.³**
- 65% of day spas claim local association with surgeons and dermatologists and 40% of day spas are affiliated with chiropractors⁴
- Combined revenues from patient-centric services in US specialty hospitals and medical spas are projected to \$455 million in 2002⁴

¹-Dunn & Bradstreet

²-International SPA Association

³-International SPA Association's 2002 Spa Industry Study

⁴-Day Spa Survey, commissioned by The Day Association and ClubSpa USA

Profile of Attendees

Spa & Resort Expo - Miami:

- Day Spa
- Destination Spa
- Resort/Hotel Spa
- Skin Care Salon
- Full Service Salon
- Health/Fitness Spa/Center
- Cruise Ship Spa
- Massage Therapists
- Esthetician
- Architects
- Travel Agents

Medical Spa Expo - Miami:

- Dermatologists
- Plastic Surgeons
- Chiropractors
- Dentists
- Medical Spa Owners & Managers
- Medical Massage Therapists
- Nurses
- Acupuncturists
- Naturopaths
- Hospital Medical Directors
- Other related Medical Professionals

Who Should Exhibit

Spa & Resort Expo - Miami:

- Apparel & Accessories
- Ayurvedic Products
- Architectural & Interior Design/Lighting
- Aromatherapy Products & Candles
- Baby Spa Products
- Business services and training (computer software, private labeling, legal, accounting, insurance)
- Cosmetics/Permanent Make-up
- Electrolysis Products
- Fitness Equipment & Programs
- Linen Supplies (sheets, towels, pillows, bathrobes and blankets)
- Massage/Reflexology
- Men's Spa Products
- Nutrition, Vitamins, Weight Loss
- Skin Care
- Spa cuisine
- Tanning equipment and Products
- Toiletries
- Uniforms
- Water Therapies

Medical Spa Expo - Miami:

- Cellulite Reduction Treatments
- Cosmeceuticals
- Dental Equipment
- Electrolysis Equipment
- Homeotherapy Aids
- Hydrotherapy Products
- Interior Design
- Laser Equipment
- Light/Color Therapy Products
- Liposuction Equipment
- Lymphatic Drainage Equipment
- Massage Products/Equipment
- Medical Marketing Firms
- Microdermabrasion Equipment
- Nutriceuticals & Weight Loss Products
- Post-operative Treatment Products
- Scar Management Treatments
- Skin Lightening Treatments
- Thalassotherapy Products

For information on exhibiting, contact:

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