



LEISURE INDUSTRY WEEK
20-22 Sept 2011 · NEC Birmingham UK



Because there are nearly 3,000 pool sites in the UK and over 3.1 million adults taking at least one 30 minute swimming session per week, the demand for state of the art facilities is greater than ever. Pool & Spa at LIW attracted a record number of visitors, with over 17% of LIW visitors being from the Pool & Spa sector looking to improve and upgrade their facilities.

And they weren't disappointed with new exhibitors including Speedo, Garra Spa promoting the new Garra Rufa fish pedicure technique and Wavesurfer the arrival of the newest attraction in the Pool & Spa market. Supported by SPATA, Pool & Spa at LIW 2010 secured its place as the number one meeting place to meet senior decision makers from the commercial wet leisure sector.

Supporters and partners

Supported by BISHTA, SPATA, and the ISRM, Pool & Spa is the meeting place for the commercial pool industry to network with peers, source new products and services to improve efficiency, drive secondary spend and encourage repeat visits.



Educational Seminars

In partnership with SPATA and BISHTA, LIW is once again pleased to present SPATA organised and presented seminars, covering issues within the pool industry, examining case studies and promoting positive discussion about the future of the industry, with keynote speeches from leading figures within the industry.

Enhancing the visitor experience

Alongside Pool & Spa at LIW, the other co-located events such as Health & Fitness and Leisure Facilities give visitors access to a wider range of suppliers and services providers that can help add value and customer experience in other areas of their business. From customer management systems, security systems, cleaning and hygiene solutions to fitness equipment, training techniques and physiotherapy equipment, the wider offering of LIW's exhibitors warrants time away from the office for a wide range of job roles.

Features at Pool and Spa

The Pool and Spa sector is proud to introduce two new features for 2011. The SPATA Pavilion and Spa Zone.

The **SPATA Pavilion** will significantly raise the sector profile within the pool industry whilst creating a dynamic area for selected members to engage with visitors.

Pool & Spa at LIW has also created a **Spa Zone** which will demonstrate the latest commercial swim spa offering from selected suppliers.

Who should exhibit?

- Water fun equipment suppliers
- Filtration / pump suppliers
- Swimming aids and education organisations
- Pool installations / construction companies
- Changing room suppliers/shower companies
- Spa design & construction companies
- Sauna suppliers
- Spa product suppliers
- Locker & storage suppliers
- Membership & booking system providers
- Spa pool companies
- Cash handling & payment collection providers
- Training, recruitment & marketing services

Play & Attractions

Play & Attractions at LIW is the exhibition for the UK's family entertainment and visitor attraction sector. If you operate any sort of play or attraction business, you'll find everything you need to help improve your business here.

Health & Fitness

Health & Fitness at LIW works in partnership with the Fitness Industry Association (FIA). It's the show where the networking, seminars & exhibition continues to bring together the leading suppliers and decision makers.

Sport

Sport at LIW (formerly known as Sports Development Week) remains the leading meeting place for the UK sports industry, with some of the best FREE live demonstrations, and sports education in the country.

Pool & Spa

Pool & Spa at LIW provides an exclusive platform for suppliers and providers to commercial, private and public pool operators as well as delivering local authority and private gym and health club owner/operators.

Eat & Drink

Eat & Drink at LIW attracts F&B decision makers from across the leisure industry including gyms, health clubs, visitor attractions, sports clubs, leisure centres, local authorities and many more.

Leisure Facilities

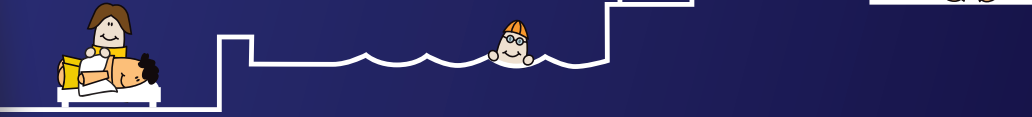
Leisure Facilities at LIW. Taking part in Leisure Facilities means you will meet buyers face to face from nationwide companies such as Virgin Active, Centre Parcs, Merlin Entertainments and hundreds more.

Licensed Business

Licensed Business at LIW is the UK's only exhibition for the licensed trade with the depth and breadth to attract thousands of senior decision makers and place them in one inspirational business environment.



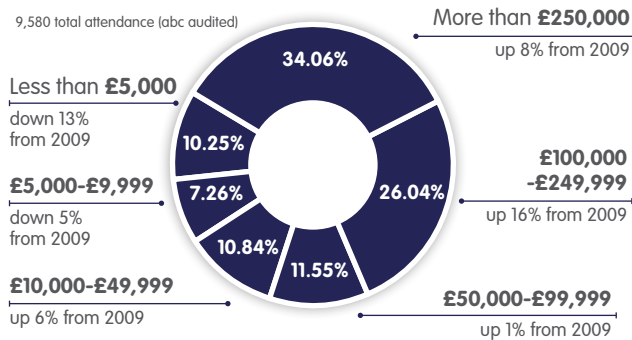
ideas so exciting
you'll need to come up for air



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Budget breakdown of LIW visitor with purchasing power:

9,580 total attendance (abc audited)



Who visit?

- Swimming pool operators and water parks
- Fitness and health clubs
- Local authority sites and councils
- Independent and chain hotels
- Golf clubs, theme parks and attractions
- Holiday centres of all sizes
- Destination and day spas
- Architects / builders / specifiers

Sample visitors:

ALTON TOWERS, Water Park Manager · AQUAFLUME, Group Waterpark Services Manag · AVALON LEISURE, Swim Development Manager · BARCELO, Leisure & Spa Manager · BARCELO HOTELS, Leisure & Spa Manager · BAY SPAS, Director · BICESTER HOTEL GOLF & SPA, Health Club & Spa General Manager · BUNDORAN WATERWORLD, General Manager · BURY LEISURE, Aquatics Development Officer · BUTLINS MINEHEAD, Splash and Attractions Manager · CENTER PARCS, UK Operations Manager · CHAMPNEYS HEALTH RESORTS, Spa Director · CLOVER SPA & HOTEL, Manager · CRIEFF HYDRO, Director Of Estates · DAVID LLOYD LEISURE, Procurement Manager · DC LEISURE, Chief Executive · DUDLEY COUNCIL, Area Manager - Sport · DW FITNESS, Head of Leisure · ESPORTA, National Swimming Manager · ESSEX LEISURE, CEO · FITNESS FIRST CLUBS LTD, Purchasing Manager · FORMBY POOL TRUST, Chief Executive · FREEDOM LEISURE, Procurement Manager · FRESHWATER BEACH HOLIDAY PARK, General Manager · GIG MILL PRIMARY SCHOOL, Pool Committee · GLL, Deputy Managing Director · GREENBANK POOL, Pool Manager · GUST SWIM SCHOOL, Director · HAND PICKED HOTELS, Group Club & Spa Manager · HEAVENLY SPA, Director · HILTON WORLDWIDE, Global Vp Fitness & Spa · KIRKLEES ACTIVE LEISURE, Head Of Development · LONSDALE SWIMMING POOL, Swimming Pool Manager · MARRIOTT, Director of Leisure · MILLFIELD SCHOOL, Pool Manager · OUNDLE SCHOOL, Swimming Pool Manager · PENVENTON PARK HOTEL, Health & Leisure Spa Manager · QHOTELS LTD, Director of Golf Leisure & Spa · REEDS HEALTH CLUB & SPA, Health Club Manager · RICHMOND VILLAGES, Spa Manager · SENSPA, Spa Manager · SERCO LEISURE LTD, Aquatics Manager · SHIRE HOTELS, Group Spa Manager · SOUTH GLOUCESTERSHIRE LEISURE, Chief Executive · SOUTH MOLTON SWIMMING POOL, Manager · THE OCEAN SPA, Spa Manager · UNIVERSITY OF WOLVERHAMPTON, Swimming Pool Manager · VIRGIN ACTIVE, Head of UK Purchasing · WAVE LEISURE TRUST LTD, Managing Director · WILLOWS SPORTS CENTRE LTD, Director plus many, many more

"It's always good to engage with our contacts and ensure they are updated with new products and services. LIW enables us to launch new products to a mass audience and yet still offer that personal touch."

Chris Rinder, Head of National Sales, **ASA**

"It was the first time exhibiting at LIW, we had an excellent response to our stand and have sourced many new leads. Our presentation in the Envirozone was greatly received by the visitors."

Nigel Rose, Managing Director, **TOPIC UK Limited t/a Thermapool**

"Our first experience of LIW was fantastic and an opportunity to showcase Speedo's range of learn to swim, clubs & schools & leisure swimwear & accessories to a number of key decision makers across the UK's wet leisure industry. Next year we're planning an even bigger stand to really showcase the brands full range and maximise new business opportunities."

Christina Crook, UK & Ireland Marketing Manager, **Speedo International**

Follow us:



What visitors to LIW 2010 came to source

(Number of visitors stating products of interest when registering for LIW 2010)

REHAB/PHYSIO EQUIP/MEDICAL EQUIP...	647
POOL ENVIRONMENT.....	638
CHANGING ROOM SUPPLIES/SHOWERS...	618
SWIMMING AIDS/EDUCATION.....	567
SPA POOLS/HOT TUBS.....	561
CLEANING/ HYGIENE PRODUCTS	553
WATER FUN EQUIPMENT	538
SAUNAS	528
LOCKERS/STORAGE.....	519
RELAXATION/MASSAGE PRODUCTS.....	508
SPA/THERAPY PRODUCTS.....	466
POOL INSTALLATION/CONSTRUCTION.....	456
POOL COVERS	453
SPA DESIGN	428
WATER TREATMENT/CHEMICALS.....	395
FILTRATION/PUMPS	272
SUNBEDS/SPRAY TANNING	260

For details on stand availability and sponsorship opportunities within Pool & Spa at LIW, please contact:
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