



SPATECFall⁰⁸
North America

September 25 to 28, Chateau Elan Winery & Resort, Braselton, GA

A Review of **SPATEC** Fall North America 2008

This was the second **SPATEC** North America to take place this year; first one was in February in Pasadena, CA. Thanks to the sheer demand from the industry, more vendor companies will now have the opportunity to benefit from this unique environment to meet with key decision makers with different buyers attending each event.

SPATEC North America, an innovative 3-day forum of one-on-one pre-scheduled meetings, brought together spa owners and directors of medium-to-large hotel resort, destination, athletic, medical and day spas to meet by appointment leading spa suppliers and vendors to talk business and network in a way that is simply not possible at trade shows and conferences.

A common shared quote was, "It's like speed dating, yet the outcome is immediate and very positive." One delegate in particular was so impressed went onto say, "If this form of 'speed dating' ends in marriage, then I am getting married several times!"

Each day is planned in a way that allows attendees to meet, either through arranged meetings or through some of the special networking sessions.

To reserve a place at **SPATEC** North America or for more information please contact: **Rob Shannon, SPATEC Director**
Tel: 603 529 0077 Email: info@spatecna.com www.spatecna.com

SPATEC Fall North America 2008 consisted of:

Seminar Program

The event kicked off with a keynote speaker; Renie Cavallari who gave a very energetic, dynamic and extraordinary presentation on "Creating the Passion". Cavallari's presentation gave delegates some thought provoking ideas on how to awaken the potential of one's self and organization.

Meetings

There were over 1650 one-on-one meetings between the buyers and vendors who had pre-selected who they wanted to meet and also met each other informally through the many networking sessions over the 3 days.

Vendor Showcase

In addition to the one-on-one meetings program, there was also a showcase where each vendor had a tabletop presentation for delegates to have additional meetings.

Teambuilding

The objective of the teambuilding was for delegates to get to know one another on a "level playing field" in a very informal, relaxed and fun environment. Delegates were split into teams of carefully selected buyers and vendors to compete in a unique "Grape Debate" teambuilding event which consisted not only of wine making, but also creating a wine name, designing a wine label and advertising campaign which really brought out the creative flair from the delegates.

The outcome

The overwhelming feedback from everyone that attended, pointed to **SPATEC** Fall being extremely productive, unparalleled value for money and more enjoyable than most established industry events.

Below are lists of the attendees, their feedback and some information on next year's event.

Spas that attended **SPATEC** Fall 2008

Allegria Spa / East West Resorts
American Leisure
August Moon Spa
Bedford Springs Resort - Springs Eternal Spa
Beverly Wilshire Hotel - A Four Seasons Hotel
Blissworld
Boca Raton Resort and Club
Boyne Resorts
Burgundy Moon Spa & Winehouse
Canyon Ranch Lenox
Canyon Ranch Tucson
Cornelia Day Resorts
Destination Hotels & Resorts
Eden Roc, A Renaissance Resort & Spa
El Rey
Elizabeth Arden Red Door Spas
Equinox - The Vermont Resort
ESPA International
Gaylord Entertainment
Gene Juarez Salon & Spas
Gurneys Inn Resort & Spa
Health Fitness Dynamics, Inc
Heavenly Spa by Westin
Horseshoe Bay Resort
JGL Spa Design & Consulting
Koi Spa
La Costa Resort & Spa
Lake Lanier Island Resort
Luxury Hotels & Resorts
Marriott - Raindance Spa
Marriott Doral Golf Resort & Spa
Matthews Hospitality Group
Mayflower Inn & Spa
MEB Ingenuity
Mirbeau Inn and Spa
Mohonk Mountain House
Murad Inclusive Health & Spa
Natural Body International
Natural Resources Spa Consulting
Nemacolin Woodlands Resort
Nordstrom
Norwegian Cruise Line
Ocean Properties Ltd
Omni Hotels - Mokara Spa
Plus One Health Management
Remington Hotels
Ritz Carlton Naples
Rock Resorts
Royal Resorts
Sandals & Beaches International
Sanibel Harbour Resort and Spa
Simply face + body - Red Door Spa Holdings
Sol Melia
Spa at the Crescent / Rosewood Hotels
Spa at the Ponte Vedra Inn & Club
Spa Sapphire
Spa Shiki
Steiner Management Services LLC
Stoneleigh Hotel & Spa
Terra Resorts
The Cliff House Resort & Spa
The Greenbrier Spa
The Paquin Group
The Phoenician
The Ritz-Carlton Orlando Grande Lakes
The Spa at Charleston Place
The Spa at Chateau Elan
The Spa at Norwich Inn
The Spa at the Ballantyne Resort
The Spa of Colonial Williamsburg
The Tides Riviera Maya
Turtle Cove Spa
WTS International

For lists of delegates confirmed for current events please contact **Rob Shannon:**
rob@mcleaneventsinternational.com

What the Spa Operators said about **SPATEC** Fall 2008

SPATEC is the best way to meet and speak with fellow spa leaders. Everything is direct and to the point so you accomplish more in 20 minutes than you do walking a tradeshow for 4 days! And because there's no rushing from booth to booth everyone at the event is much more relaxed and eager to chat.

Kristin Shaw, Plus One Health Management

Straight forward, no wasting time, a very effective business atmosphere.

Joao Duarte, Royal Resorts

SPATEC is a great opportunity to see specific items quickly, efficiently and productively. A great respect of my time and the vendors' time to maximize our relationship.

George D. Lopez, Boca Raton Resort

SPATEC FALL 2008 provided face-to-face meetings with lead industry suppliers, sharing their company's vision and products/services. This venue allowed me to make key decisions in regards to service/product offerings, and align with organizations that truly desired a profitable partnership with my spa.

Noell Michalski, Burgundy Moon Spa & Winehouse

SPATEC is an invaluable tool for spa directors and vendors; a venue that supports building lasting relationships. From one-on-one sessions, vendor showcases, and networking opportunities this is one event that you must attend!

Ruth Walsh, Horseshoe Bay Resort

The **SPATEC** method of meeting vendors allows you to capture the essence of the product line while meeting the need of the purchaser. It's like making fine wine...only faster.

Betty Loiacono, The Spa at Norwich Inn

A highly effective format, enabling informative, quality-driven interactions and networking opportunities between seasoned spa executives and quality resource providers.

Helen Brown, Mayflower Inn and Spa

THE best way for vendors and buyers to meet in a formal setting.

Max Rudberg, El Rey

SPATEC is a great opportunity to spend quality time with key decision makers and make things happen.

Veronique Paquet, Bedford Springs Resort

An extremely organized, well planned event. A very effective use of time to make business contacts.

Cassandra Sessa, The Greenbrier

The event was by far the most productive spa event that I have attended in the past due to time spent with vendors and networking opportunities with an elite group of spa industry professionals.

Patty Field, Raindance Spa @ The Lodge at Sonoma

This was my first **SPATEC** and I found the relations, networking and contacts you make to be amazing in such a short time period. 20 minutes face-to-face can accomplish more than months of phone calls, messages and emails! It truly is productive and fun, a rare combination!

Christopher Pulito, Mirbeau Inn

A unique results oriented networking opportunity that produces lasting business relationships and friendships. Year after year I conduct more business from **SPATEC** meetings than any other format!

Sean Handler, Boyne Resorts

The most effective business building and spa community networking function around.

SPATEC is impeccably run and organized brilliantly.

Steven O'Neal, Cornelia Day Resorts

The most valuable time spent with vendors... one-on-one, no nonsense- but a lot of fun and friendships made!

Brandi Byrd-Lavertu, The Heavenly Spa by Westin Hilton Head

The event was very well-organized and it was a valuable use of time. I met some new vendors and learned about some interesting products that I normally would not have seen or paid attention to at the big trade shows.

Judy Singer, Health Fitness Dynamics

One of the most engaging, interactive, fast paced shows with decision makers wanting to DO business. A must attend event!

Lorraine Park, Remington Hotels

SPATEC is a wonderful resource for getting to meeting a wide range of industry professionals at once.

Brandon Adams, Murad Inclusive Health Center & Spa

Best opportunity so far, that I have had within the industry to network, to get acquainted with and to discuss prospective business relationships for the future.

Stella Sigfusdottir, Spa at Ponte Vedra Inn & Club

I enjoyed the one-on-one time to develop a business relationship. These sessions develop a business partnership - much more than just buying a new line.

Deborah Steele, Luxury Resorts

Visit www.spatecna.com to view the details of how **SPATEC** works and the event program.

VENDORS AT SPATEC Fall 2008

Agebest Basics
Ageless Aesthetics
Allegrini USA
Anakiri BioEnergetic Skin Care
Ancient Secrets
Aromatherapy Associates
Astron Clinica
B. Kamins Chemist
Babor Cosmetics
Beautyprophet/ Kneipp/ Bragi/Taer/Moa/Phyts
Bradford Products
Chadsworth & Haig
Clarisonic
CND
Colorescience
Corman and Associates Inc
Dragonfly Spa USA / Latin America
Eleme Medical (formerly SmoothShapes)
Eminence Organic Skin Care
Epicuren Discovery
European Touch
G.M. Collin
Gehwol Foot Care
Germaine de Capuccini
Hay House
Hommage Inc
Hydromassage
Institut Esthederm
Institut'Dermed
Iredale Mineral Cosmetics
Jen Morgan Studio
Julianna Rae
Kashwere
Kerstin Florian
Kinara SkinCare
Life Fitness
LI'TYA / Independent Spa Resources
Living Earth Crafts
Me! Bath
Microdermamitt Inc
Millennium by Harms Software
Monarch Robes & Towels
NuFace
Oakworks
Oka B
Oloff Beauty
Peter Thomas Roth / June Jacobs
Pevonia International
Pharmacopia
Phytomer Corporation
Plank
Precor
Pure Inventions
Randall International
Ren / Tanda
ResortSuite
Revitalash
Satin Smooth
Silhoutte
Soma Intimates
Sonya Dakar Skin Care
Spa Central
Spa Development International
Spa Revolutions
Spa Uniforms
SpaBiz
SpaEquip
SpaRitual International
St Tropez Ltd
Stas Doyer Hydro Inc
Sundari
Sunlight Saunas
Susan Posnick Cosmetics
Sybaritic
Takara Belmont
TeaSpa - Reneu Concepts
Technogym
TeleVox
Thalgo / Marine Impact
The Madison Collection
TRUE
ty.group
Universal Companies
White Lion Collection
White Science Worldwide
Woodway
ZENsei
Zents

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What the Vendors said about **SPATEC** Fall 2008

SPATEC continues to lead the way in regards to ROI for our company. I highly recommend and endorse the format.

Rob Insinger, Ageless Aesthetics

I simply could not believe the caliber of people and the quality of the spas I had the chance to present to.

Michelle Sullivan, Agebest Basics

Buyers & vendors agree that the **SPATEC** format is preferred and more productive, than the traditional trade show format.

Shara Martin, Pharmacopia Organic & Natural Bodycare

SPATEC was a great way to spend time and have the full attention of the spa directors and buyers who don't have the time during their busy work days at the spa.

Karen Stone, Hay House

SPATEC has become our most valued marketing activity throughout the year. It saves time for our clients and targets our marketing efforts.

Charlie Slater, Spa Central

This event should be on the top of any supplier's to-do list, the connections you make in this extremely competitive market are priceless!

Danielle Dorn, Sybaritic Inc.

The most efficient and effective way to get face time with key decision makers. Priceless!

Cathi Castillo, Pevonia International

Absolutely THE most efficient way to connect with both current and future customers. It's a win - win for all!

Kathryn Petty, White Lion Tea

An outstanding interchange of communication between spa professionals tailored to forge stronger resource partner and spa property partnerships.

Gina Molinari, Astron Clinica

Much more targeted than average trade show. Quality of serious buyers much greater here than at a Spa Show.

Rich Adams, REN/ Tanda (HTI Collection)

This is by far the best venue for vendors to connect with individuals/buyers that are in some cases out of reach.

Paula Derrick, BABOR

SPATEC gives both buyers and suppliers a phenomenal environment in which to do business.

Ben Stark, Woodway

THE best event of its kind for business building and networking that I've experienced in my 20 years in this industry.

Ashlee Anderson, Sonya Dakar

Great way to get in front of prospects you have chased for months!

Robin Mendenhall, Eleme Medical

The best part of **SPATEC** is that we were all there for the same reason... to forge valuable relationships. Mission Accomplished.

Deb Miller, Julianna Rae

The value gained at each and every **SPATEC** extends beyond the incredible monetary benefits. Simply stated, **SPATEC** allows for the ultimate win-win situation for both vendors and buyers, and fosters an environment for leaders in the Spa Industry to thrive.

Melissa Mao, Spa Revolutions

SPATEC, has been able to connect vendors with buyers and create an amazing venue. The relationships that I have created over the past two years of going has been tremendous!

Jen Morgan, Jen Morgan Studio

Every detail was met, and far exceeded my expectations. I was able to meet with so many people from our industry and really connect with them not only on a professional level but on a personal one as well. I am counting the days till the next event.

William Hutt, LI'TYA / Independent Spa Resources

Very productive and well worth the time spent!

Julie Andrews, Kerstin Florian International

I have done shows for many years and this is my favorite! I will continue to do more and more and am excited to add more.

Cord Coen, Zents

An exciting opportunity to network and create long term relationships.

Jason Woolf, SpaEquip

Visit www.spatecna.com to view the details of how **SPATEC** works and the event program.

SPATEC NORTH AMERICA 2009 events will take place:

SPATEC SPRING – February 18 to 21

at the Rosen Shingle Creek, Orlando

SPATEC FALL – September 23 to 26

at the Ritz-Carlton Hotel in Lake Las Vegas

SPATEC Spring⁰⁹

PROVISIONAL SCHEDULE

Wednesday February 18

All day	Arrival of all delegates
19:30	Welcome Dinner for all

Thursday February 19

07:30 - 08:25	Continental Breakfast
08:30 - 09:30	Seminar
09:30	SPATEC Help Desk opens
09:30 - 09:45	Coffee Break
09:45 - 12:15	One-to-One Meetings Program
12:15 - 13:15	Lunch
13:15 - 15:40	One-to-One Meetings Program
16:30 - 18:30	Fun Team Building Activity
19:00 - 20:30	Drinks Reception – free networking evening

Friday February 20

07:30 - 08:25	Continental Breakfast
08:30	SPATEC Help Desk opens
08:35 - 10:20	One-to-One Meetings Program
10:25 - 10:45	Coffee Break
10:50 - 12:50	Vendor Showcase
12:55 - 13:55	Lunch
14:00 - 15:25	One-to-One Meetings Program
15:30 - 15:45	Coffee Break
15:50 - 17:25	One-to-One Meetings Program
17:30 - 19:25	Free Time/Networking
19:30	Farewell Dinner

Saturday February 21

Free day to enjoy resort and departure of delegates

SPATEC Office

178 South Sugar Hill, Weare, NH 03281

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SPATEC Fall⁰⁹

PROVISIONAL SCHEDULE

Wednesday September 23

All day	Arrival of all delegates
19:30	Welcome Dinner for all

Thursday September 24

07:30 - 08:25	Continental Breakfast
08:30 - 09:30	Seminar
09:30	SPATEC Help Desk opens
09:30 - 09:45	Coffee Break
09:45 - 12:15	One-to-One Meetings Program
12:15 - 13:15	Lunch
13:15 - 15:40	One-to-One Meetings Program
16:30 - 18:30	Fun Team Building Activity
19:00 - 20:00	Drinks Reception – free networking evening

Friday September 25

07:30 - 08:25	Continental Breakfast
08:30	SPATEC Help Desk opens
08:35 - 10:20	One-to-One Meetings Program
10:25 - 10:45	Coffee Break
10:50 - 12:50	Vendor Showcase
12:55 - 13:55	Lunch
14:00 - 15:25	One-to-One Meetings Program
15:30 - 15:45	Coffee Break
15:50 - 17:25	One-to-One Meetings Program
17:30 - 19:25	Free Time/Networking
19:30	Farewell Dinner

Saturday September 26

Free day to enjoy resort and departure of delegates

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MCLEAN EVENTS AROUND THE WORLD

Please indicate below which events may be of interest to you
and fax this back to **603 484 9154**

 SPATEC Spring⁰⁹ <small>North America</small> <input type="checkbox"/> North American Spa & Beauty Industry February 18 – 21 Rosen Shingle Creek, Orlando, FL www.spatecna.com	 SIBEC⁰⁹ <small>North America</small> <input type="checkbox"/> North American Health & Fitness Industry September 10 – 13 The Langham Huntington Hotel, Pasadena, CA www.sibecna.com
 HOTEC Operations⁰⁹ <small>North America</small> <input type="checkbox"/> North American Hospitality Industry – Operating Supplies and Food & Beverage April 1 to 4 Chateau Elan Winery & Resort, Braselton, GA www.hotecna.com	 SPATEC Fall⁰⁹ <small>North America</small> <input type="checkbox"/> North American Spa & Beauty Industry September 23 – 26 The Ritz-Carlton, Lake Las Vegas, NV www.spatecna.com
 SPATEC⁰⁹ <small>UK & Europe</small> <input type="checkbox"/> UK & European Spa & Beauty Industry March 25 to 28 Grande Real Santa Eulalia Resort, Albufeira, Portugal www.spateceu.com	 HOTEC⁰⁹ <small>Europe</small> <input type="checkbox"/> European Hospitality Industry Date TBC Venue TBC www.hoteceu.com
 HOTEC⁰⁹ <small>Middle East</small> <input type="checkbox"/> Middle East Hospitality Industry May 2 to 5 To be confirmed www.hotecme.com	 SIBEC⁰⁹ <small>Europe</small> <input type="checkbox"/> European Health & Fitness Industry Date TBC Venue TBC www.sibecuk-euro.com
 HOTEC Design⁰⁹ <small>North America</small> <input type="checkbox"/> North American Hospitality Industry – Design & Development June 11– 14 The Langham Huntington Hotel, Pasadena, CA www.hotecna.com	 HOTEC⁰⁹ <small>Asia</small> <input type="checkbox"/> Asian Hospitality Industry Date TBC Venue TBC www.hotecasia.com One of the team members will contact you in the coming weeks to discuss your interest. Thank you McLean Events International

Your Contact Details: (Please print clearly)

Company:

Name:

Email:

Tel: Cell: