



**SPATEC**Spring<sup>08</sup>  
North America

February 27 to March 1, The Langham Huntington Hotel & Spa, Pasadena, CA

# A Review of **SPATEC** Spring North America 2008

This was the launch of **SPATEC** North America taking place twice a year; in the Spring and Fall. 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: **Daniela Gusman, SPATEC Director**  
**Tel: 954-942-8143 Email: [info@spatecna.com](mailto:info@spatecna.com) [www.spatecna.com](http://www.spatecna.com)**

# **SPATEC** Spring North America 2008 consisted of:

## **Seminar Program**

The event kicked off with a seminar that consisted of roundtable discussions where buyers and vendors discussed key trends from the labor shortage facing the industry, ways of increasing revenue from retail sales and bridging the gap between operators and vendors. The moderator, Julie Keller, Editor of American Spa Magazine also gave an overview of the spa and beauty industry and some future projections.

## **Meetings**

There were over 1300 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 team-building activity was for delegates to get to know one another on a level playing field in a relaxed, informal and fun environment. Delegates were split into teams of carefully selected buyers and vendors to compete in a unique "Great Team Challenge" where they were able to ignore their professional demeanor and forget about job titles and hierarchy.

## **The outcome**

The overwhelming feedback from everyone that attended, pointed to **SPATEC** Spring 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** Spring 2008

### AM Resorts

Amy McDonald & Associates  
Anderson & Associates  
Aqua Star Spa at The Beverly Hilton  
Auberge Resorts  
Bacara Resort & Spa  
Bishop's Lodge Resort & Spa  
Blu Spas Inc  
Canyon Ranch  
Canyon Ranch SpaClub at Gaylord Palms Resort  
Changes Salon and Spa  
Coeur d'Alene Resort & Spa  
Creative Spa Concepts  
Dolce Hotels / Zermatt Resort & Spa  
Eldorado Hotel & Spa  
Elysian Hotel Chicago  
ESPA International  
Evans Spa Consulting  
Exhale  
Fairmont Sonoma Mission Inn & Spa  
Four Seasons Aviara  
Four Seasons Silicon Valley  
Glen Ivy  
Grand View Lodge & Spa  
Hotel ZaZa  
Hualalai Resort  
Huntington Hotel & Nob Hill Spa  
JW Marriott Ihilani Resort & Spa  
Kohala Sports Club & Spa Hilton Waikoloa Village  
Kor Hotel Group

### KSL Resorts

Leisure Sports  
Loews Coronado Bay Resort & Spa  
Marriott International  
Mii Amo Spa / Enchantment Resort  
Miraval Life in Balance  
Morgans Hotel Group  
Preston Wynne Spas  
Pueblo Bonito Hotels & Resorts  
Qua Baths & Spa – Caesars Palace  
Revel Entertainment  
Smith Club & Spa  
Spa Gaucin, St Regis  
Spa Gregories  
Spa Strategy  
Starwood Hotels & Resorts Worldwide  
– Heavenly Spa by Westin  
Stillwater Spa Hyatt  
Sunriver Resort  
Sylvia Planning and Design  
The Island Hotel Newport Beach  
The Langham Huntington Hotel & Spa  
The Resort at Pelican Hill  
The Ritz Carlton Bachelor Gulch  
The Ritz-Carlton, Half Moon Bay  
The Ritz-Carlton, Lake Las Vegas  
The Well @ Miramonte  
Total Woman Gym & Atmosphere Day Spa  
VH Spa for Vitality & Health  
Watermark Hotel & Spa  
Wellbridge

# What the Spa Operators said about **SPATEC** Spring 2008

This has been the most beneficial and civilized approach to reaching vendors of any spa show. It is a concentrated meeting format that benefits both buyers and vendors.

**Aqua Star Spa at The Beverly Hilton,  
Maureen Schumacher**

This is an extremely well run event and took what might have been weeks' worth of emails and phone call and condensed it into 2 days.

**Auberge Resorts, Tracy Lee**

Focused productive and well worth the investment.

**Bacara Resort & Spa, Shawn Hallum**

For busy professionals who need to make the most out of time away from the operations or office, this conference really delivers. The format is fast-paced, high energy and overall extremely results driven, I highly recommend **SPATEC** to both buyers and vendors of this unique spa industry that we all serve.

**Blu Spas Inc, Ann Emich-Patton**

**SPATEC** is an amazing civilized way to conduct business in the spa world. Trade / industry shows are difficult to navigate through for buyers & vendors.

**SPATEC** is a very effective & productive event.

**Canyon Ranch Health Resorts, Tucson, AZ  
Laura Hittleman**

I packed my bag for the event thinking "Oh just another conference". I came back thinking "I can't wait to go back".

**ESPA International (US) Inc, Teresa Flyger**

The best use of my time for selecting vendors

**Exhale Enterprises Inc, Julia Sutton**

Personalized service with a quality concentration of vendors. A very productive and efficient use of time.

**Fairmont Hotels & Resorts, David Erlich**

In the focused 20-minute intensive sessions between buyer and vendor, with no dancing around, no extraneous conversation, and pre-established interest, much is accomplished. It's no-frill, cut-to-the-chase, commercial speed dating, and I found it very effective.

**Glen Ivy Hot Springs Spa, John Gray**

KSL is growing so vastly. This show allows me to quickly get what I need done with the vendors that make it happen.

**KSL Resorts / Barton Creek Resort & Spa,  
Shana Ominsky**

Wonderful outlet to really consider all the factors necessary when looking for a professional product, retail product or services that will best suit the ethos of your spa.

**Morgans Hotel Group – Agua Spas,  
Christina Russillo**

I have to say that this is the most tightly run, well-organized, thoroughly professional conference production that I've seen in this industry. Spatec is clearly a smoothly oiled machine – exceptionally well managed.

**Preston Wynne Spas, Peggy Borgman**

**SPATEC** is a wonderful forum to educate yourself about new market opportunities and share ideas and concerns with colleagues in the business. It also allows you to get to know people you currently do business with better as make new bonds as well.

**Spa Gregorie's, Linda Mahramnia**

**SPATEC** in regard to trade/industry shows is by far the most effective use of my time. The targeted approach and diligently prepared schedule combined with a repeatedly effective attendee list make **SPATEC** a very fruitful event for both vendors and buyers.

**Smith Club & Spa Llc, Deborah Smith**

The best way to find what you're looking for.

**Starwood Hotels & Resorts Worldwide -  
Heavenly Spa by Westin, Brandon Claypool**

This was a great opportunity to meet with the vendors in a short period of time, all in one place, without playing phone tag, to partner and develop the coming year's strategy.

**The Ritz-Carlton, Lake Las Vegas,  
Samantha Malone Telesford**

An intimate functional and organized event that allows the relationships between buyers & vendors to flourish.

**Wellbridge, John Satir**

Visit [www.spatecna.com](http://www.spatecna.com) to view the details of how **SPATEC** works and the event program.

## VENDORS AT SPATEC Spring 2008

Ageless Aesthetics  
Aromatherapy Associates  
B. Kamins Chemist  
BodyCoffee  
Butter London  
Chadsworth & Haig  
Chi Herbal Formulas  
Colorescience  
Cosmopro Group  
Coyle Hospitality  
Creative Nail Design  
DDF  
Decleor  
Dragonfly Spa  
Eminence Organic Skin Care  
G.M. Collin  
Gehwol Foot Care  
Germaine de Capuccini  
HydroMassage  
Iredale Mineral Cosmetics  
Kashwere  
KENMEN Inc  
Kerstin Florian  
KN Karen Neuberger  
Kneipp Corporation  
LaRiche Ltd  
Life Fitness  
Living Earth Crafts  
MD Skincare  
Millennium by Harms Software  
MINDBODYONLINE  
Nufolia Spa  
Oakworks  
Oloff Beauty  
Peter Thomas Roth / June Jacobs  
Phytomer Corporation  
Precor  
Randall International  
ResortSuite  
Revitalash  
SkinCeuticals  
Smith & Hawken  
Sonya Dakar Skin Care  
Spa Central  
Spa Revolutions  
Spa Uniforms  
Spa-Addicts.com  
SpaBiz  
SpaEquip  
St Tropez Inc  
Star Trac  
Susan Posnick Cosmetics  
Sybaritic Inc  
The Comphy Company  
The Madison Collection  
TMI Salt Pure Corp  
Travertine  
TRUE  
ty.group  
Universal Companies  
White Lion Collection & Jen Morgan Studio  
White Science International  
Yeah Baby  
ZENsei  
Zents

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# What the Vendors said about **SPATEC** Spring 2008

**SPATEC** is by far the most effective event/show we attend every year.

**Ageless Aesthetics Inc, Robert Insinger**

**SPATEC** is the best networking event in the country.

**Iredale Mineral Cosmetics Ltd, Nicole Mulder**

Fantastic experience where vendors can have targeted meetings with buyers to determine if a future relationship would be beneficial for both parties.

**Jen Morgan Collection, Jen Morgan**

**SPATEC** was the best format I've seen yet to bring vendors & buyers together & establish personal contact.

**Kashwere, Peter Seltzer**

It did exactly what it said on the – get me in front of people I could otherwise have spent trying to talk to – and made them friends as well as potential clients.

**LaRiche Ltd, Chris Fleming**

**SPATEC** was an excellent, well planned event to bring buyers and spa providers together. The opportunity to spend valuable business time together in the "speed dating" format was very efficient and effective, as well as educational.

**MD Skincare, Rebecca Petersen**

It's the healthiest platform to introduce your company and products as a vendor and meet quality buyers.

**Nuforia Spa, Rima Ariss**

This event is so much better than a traditional tradeshow. Buyers were motivated! Most are just looking and want to chit-chat at regular trade shows.

**Smith & Hawken, Sherri Witkowski**

**SPATEC** is amazingly successful because it solved a much needed issue for busy professionals. It saves time, it is very targeted and it gets the information to buyers in a very efficient manner.

**Spa Central, Charlie Slater**

**SPATEC** has allowed me to keep my fingers on the pulse of the industry to influence every area of our business. From sales to product development, new business opportunities and marketing-suppliers.

**Spa Revolutions, Melissa Mao**

**SPATEC** is the best way to meet new potential buyers and the time spent together brings quality to the meetings and helps create or strengthen new or existing relationships.

**SpaEquip, Philippe Therene**

An efficient, effective venue to expose our brand to the best prospective partners in the spa business. I love that the event is all about creating business partnerships and doesn't waste my time.

**St Tropez, Beth Byra**

There is no better event available for doing business in the spa industry. The opportunities for networking and building relationships are excellent and fun.

**Susan Posnick Cosmetics, Susan Posnick**

The only way to do business.

**The Madison Collection, Charmaine Lang**

**SPATEC** is invaluable and renders the standard trade show model obsolete.

**Travertine Spa, Inc, Terry Carter**

**SPATEC** is a great forum to meet with new and existing partners. It is a small yet focused event that saves time and helps all to leave with solutions.

**TRUE Cosmetics, Alphone Wiebelt**

An incredible opportunity to meet and work with buyers and vendors at the top of the game. I would highly recommend **SPATEC** to others.

**ZENsei, Daniel Levin**

I have been doing shows for 11 years – finally a show that truly makes sense for time, energy and money.

**Zents, Cord Coen**

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**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 Spring<sup>09</sup>**

## **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	<b>SPATEC</b> 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	<b>SPATEC</b> 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**

4051 NE 17 Terrace, Pompano Beach, FL 33064 USA

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# SPATEC Fall<sup>09</sup>

## 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	<b>SPATEC</b> 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	<b>SPATEC</b> 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

#### SPATEC Office

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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 954 942 7077



**North American Spa & Beauty Industry**  
February 18 – 21  
Rosen Shingle Creek, Orlando, FL  
[www.spatecna.com](http://www.spatecna.com)



**North American Health & Fitness Industry**  
September 10 – 13  
The Langham Huntington Hotel, Pasadena, CA  
[www.sibecna.com](http://www.sibecna.com)



**North American Hospitality Industry –  
Operating Supplies and Food & Beverage**  
April 1 to 4  
Chateau Elan Winery & Resort, Braselton, GA  
[www.hotecna.com](http://www.hotecna.com)



**North American Spa & Beauty Industry**  
September 23 – 26  
The Ritz-Carlton, Lake Las Vegas, NV  
[www.spatecna.com](http://www.spatecna.com)



**UK & European Spa & Beauty Industry**  
March 25 to 28  
Grande Real Santa Eulalia Resort, Albufeira, Portugal  
[www.spateceu.com](http://www.spateceu.com)



**European Hospitality Industry**  
Date TBC  
Venue TBC  
[www.hoteceu.com](http://www.hoteceu.com)



**Middle East Hospitality Industry**  
May 2 to 5  
To be confirmed  
[www.hotecme.com](http://www.hotecme.com)



**European Health & Fitness Industry**  
Date TBC  
Venue TBC  
[www.sibecuk-euro.com](http://www.sibecuk-euro.com)



**North American Hospitality Industry –  
Design & Development**  
June 11– 14  
The Langham Huntington Hotel, Pasadena, CA  
[www.hotecna.com](http://www.hotecna.com)



**Asian Hospitality Industry**  
Date TBC  
Venue TBC  
[www.hotecasia.com](http://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: .....