



SPATECSpring⁰⁹
North America

February 18-21, Rosen Shingle Creek, Orlando, FL

A Review of **SPATEC** Spring North America 2009

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 suppliers 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 Spring North America 2009 consisted of:

Seminar Program

Experts from day spas, destination spas, and resort spas offered honest evaluations of the current spa marketplace, provided predictions for the coming year, and offered suggestions for successfully navigating the murky waters of an economic recession. Attendees left the session with innovative, insightful, and impactful solutions for helping their businesses survive and thrive.

Meetings

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

Supplier Showcase

In addition to the one-on-one meetings program, there was also a showcase where each supplier 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 suppliers to compete in a unique "Build A Bear" team building event which consisted not only of making the stuffed bear, but creating "A Day in the Life" of the bear and presenting it to the other delegates. All of the bears were donated to a local children's hospital.

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.

BUYERS AT SPATEC Spring 2009

art of living, LLC
Breathe Spa
California Health and Longevity Institute
Canyon Ranch Miami
Caudalie Vinotherapie Spa
Creative Spa Concepts
Deborah Evans & Associates
Delaware North Companies
Diplomat Golf Resort & Spa
Dove Spa
Eaglewood Spa & Resort
Equinox Fitness
Excellence Group
Exhale
Fairmont Hotels International
Four Seasons Hotel Washington DC
Golden Door Spa, LXR Luxury Resorts
Halekulani
Healthworks Fitness Centers for Women
Hotel ZaZa - ZaSpa
JW Marriott Ihilani
Keystone Lodge & Spa @ Rock Resorts
Kohler Waters Spa
Le Papillon Day Resort
Mandarin Oriental Hotel Group
Maroma Resort & Spa
Marriott International
Marriott Orlando World Center
Millennium Partners Sports Club Management
Miraval Living
Natural Resources Spa Consulting
Noble House Hotels & Resorts - SpaTerre
Pala Casino Spa and Resort
Rome Day Spa
Roosevelt Baths & Spa
Rosen Shingle Creek
Rosewood Hotels
Royal Plams Resort & Spa
Sedona Resorts
Sedona Rouge Hotel & Spa
Smith Club & Spa Specialists
Spa Concepts International
Spa Solutions
SPAd - Sylvia Planning and Design
Spatality
Steiner Management Services
Sundara Inn & Spa
Terranea Resort
The Essex Resort and Spa
The Grand del Mar
The Harmon
The Mirage
The Peninsula Spa
The Regent Palms Turks & Caicos Grace Bay
The Ritz-Carlton Amelia Island
The Ritz-Carlton Club, Aspen Highlands
The Ritz-Carlton Dallas
The Ritz-Carlton Hotel Company
The Ritz-Carlton Orlando Lakes
The Spa at the Hotel Hershey
The Spa at the Sanctuary at Kiawah Island
Golf Resort
The Spa at West End
Wellbridge
WTS International
WTS International - Spa Chateau
Wynne Business

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

What the Buyers said about **SPATEC** Spring 2009

SPATEC makes it so easy for me to find high quality suppliers.

Julia Sutton, Chief Operating Officer, exhale

My first time attending, I found it valuable time with other industry leaders and the suppliers.

Karen Korpi, VP RCHC Spa Division

It is the best event I attend. The structure of the event encourages networking and relationship building. I learn more about the suppliers and their offerings than at other shows.

Tina Berger, WTS International.com

Great connections, great experience, would love to do it again!

Stephanie Doud The Mirage

Informational. Fun. A great way to "compare notes" with other properties.

Michelle Calzada, Spa Director at the Roosevelt Baths & Spa

Outstanding event. It allows me to focus as a buyer for three days without the day to day distractions of operations.

John Morris - The Essex Resort and Spa

This was a wonderfully organized event, and I was able to learn much more about the people and stories behind products and equipment companies than is possible in the traditional trade show environment.

Lisa Starr/Wynne Business

SPATEC Spring 09 was AWESOME as usual! I prefer this format over any other in the spa industry. It is so beneficial for both the Buyer and the Supplier. Thank you!

Dan Pierotti - Noble House Hotels & Resorts - SpaTerre

This was my first **SPATEC** event and I found it to be very productive. I came with a purpose and feel confident the event will save me many headaches and money as well. The format is very well organized and effective. Thank you,

Ginger M. McLean, Spa Director, The Hotel Hershey

This was my first (hopefully not my last) **SPATEC**, what a great experience! The One on One format is unique and really allows you the opportunity to connect with a Supplier!

Rick Duarte, Sundara Inn & Spa

Most productive 48 hours spent out of the office, was able to get far more business accomplished meeting one on one than in the entire previous year of phone calls with suppliers.

Brian Simon Four Seasons Hotels DC

Great experience, this is the way I would like to see new product lines in the future

Sally Morales, Diplomat Golf Resort & Spa

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

SUPPLIERS AT SPATEC Spring 2009

A la Turca Textiles
Alchimie Forever LLC /
The Polly Beauty Group
Astron Clinica US LLC
B. Kamins, Chemist
Babor Cosmetics
Beauty Prophet / Kneipp
Beyond Yoga
Blinc International, Inc.
Chadsworth & Haig Inc
CND
Cures by Avancé
D'Vine Inc
Darphin
Decleor US Inc & Carita Paris
Dragonfly Spa USA/Latin America
Elemé Medical (formerly SmoothShapes)
Eminence Organic Skin Care
Fashionizer Spa Uniforms
G.M. Collin Skin Care
Gehwol Foot Care
Germaine de Capuccini
Hay House
ilike organic skin care from Szep Elet
Iredale Mineral Cosmetics Ltd
Jack Black, LLC
Kerstin Florian
LI'TYA / Independent Spa Resources
MD Skincare
Millennium by Harms Software
Monarch Robe & Towel Company
Mosaic Marketing Partners
Oakworks Inc
Oka B
Peter Thomas Roth & June Jacobs Spa Collection
Pevonia International
Phytomer Corp
Precor Inc
Revitalash
SkinCeuticals
Somme Institute
Sonya Dakar Skin Care
Spa Central
SpaBiz
SpaBooker
SpaEquip
SpaFinity Inc
Sprayology
Star Trac
TeaSpa - Reneu Concepts
Thalgo / Marine Impact
The Industry Source - A Division of The Nailco Group
The Madison Collection
Universal Companies Inc
White Science
ZENsei
Zents

What the Suppliers said about **SPATEC** Spring 2009

SPATEC is a forum that great relationships start and blooms bright for years to come. I would opt to do this for weeks on end vs. work a tradeshow booth.

Dawn Holz - European Touch

As a first time attendee, I was fantastically impressed with the quality of the Buyers I met during my one on one meetings and the constant networking and relationships that were made through the remaining breakfasts, lunches and dinners. I give this event and the management that runs it 5 gold stars.

Chris Kolodziejski Mosaic Marketing Partners, LLC

Unbeatable combination of intense one-on-one professional discussions with casual relationship building fun

Darren Hickman, ilike organic skin care from Szep Elet

Collaboration is key ALWAYS! Not just in this challenging climate. Going forward, with venues like **SPATEC**, I believe we will close-in on the gap that sometimes exists between buyers and suppliers. Frankly, isn't it just as important for the Spa/Buyer, to have the right resources, with the correct fit to meet their business demands? A true partner. The supplier should have the opportunity to discuss their position and what they need from the spa.

Paula Derrick, BABOR USA- Vice President of Sales and Marketing

Phenominal, I met with the who's who in our industry and would recommend **SPATEC** to anyone looking to grow their business.

David Andrews tng worldwide.

A great opportunity to establish and / or renew contacts with decision makers in a cost efficient way.

Jean Lalonde - G.M Collin Skin Care

The best way to meet & get to know buyers while introducing our products to some of the most prestigious spas in the world.

Lewis Farsedakis, Blinc Inc.

It opened my eyes to realize that it takes time to build relationships and these kind of opportunities are like finding gold

Donna Melvin Andrew Morgan Collection

I would recommend **SPATEC** to any supplier. It is a fabulous atmosphere in which to conduct business. Very positive vibes from all!

Susanne Taylor, Danica Aromatics

Still my favorite spa show by far and the most beneficial for business! I love **SPATEC** and will continue to have it be my main show.

Cord Coen, Zents

As a first-time **SPATEC** attendee, I was truly amazed at the quality of the people there, and at the quality of our time together.

Ada Polla, Alchimie Forever

Once again, an amazingly organized event with some amazing professionals in the spa industry. Some of the relationships I have established at **SPATEC** will surely last for years to come!!

Danielle Dorn, Sybaritic Inc.

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

SPATEC NORTH AMERICA 2010 events will take place:

SPATEC SPRING – February 25 to 28

at the Ritz-Carlton, Key Biscayne, FL

SPATEC FALL – September 12 to 15

at the Langham Huntington Hotel & Spa, Pasadena, CA

SPATEC Spring¹⁰

PROVISIONAL SCHEDULE

Wednesday February 25

All day	Arrival of all delegates
07:30pm	Welcome Dinner for all

Thursday February 26

07:30am - 08:25am	Continental Breakfast
08:30am - 09:30am	Seminar
09:30am	SPATEC Help Desk opens
09:30am - 09:45am	Coffee Break
09:45am - 12:15pm	One-to-One Meetings Program
12:15pm - 01:15pm	Lunch
01:15pm - 03:40pm	One-to-One Meetings Program
04:30pm - 06:30pm	Fun Team Building Activity
07:00pm - 08:30pm	Drinks Reception – free networking evening

Friday February 27

07:30am - 08:25am	Continental Breakfast
08:30am	SPATEC Help Desk opens
08:35am - 10:20am	One-to-One Meetings Program
10:25am - 10:45am	Coffee Break
10:50am - 12:50pm	Supplier Showcase
12:55pm - 01:55pm	Lunch
02:00pm - 03:25pm	One-to-One Meetings Program
03:30pm - 03:45pm	Coffee Break
03:50pm - 05:25pm	One-to-One Meetings Program
05:30pm - 07:25pm	Free Time/Networking
07:30pm	Farewell Dinner

Saturday February 28

Free day to enjoy resort and departure of delegates

SPATEC Office

178 South Sugar Hill, Weare, NH 03281

Tel: 603 529 0077 Email: rob@mcleaneventsinternational.com www.spatecna.com

4 Bridle Close, Surbiton Road, Kingston-Upon-Thames, UK

Tel: +44 (0)208 547 9830 Email: info@spatecna.com www.mcleaneventsinternational.com

SPATEC Fall¹⁰

PROVISIONAL SCHEDULE

Wednesday September 12

All day	Arrival of all delegates
07:30pm	Welcome Dinner for all

Thursday September 13

07:30am - 08:25am	Continental Breakfast
08:30am - 09:30am	Seminar
09:30am	SPATEC Help Desk opens
09:30am - 09:45am	Coffee Break
09:45am - 12:15pm	One-to-One Meetings Program
12:15pm - 01:15pm	Lunch
01:15pm - 03:40pm	One-to-One Meetings Program
04:30pm - 06:30pm	Fun Team Building Activity
07:00pm - 08:30pm	Drinks Reception – free networking evening

Friday September 14

07:30am - 08:25am	Continental Breakfast
08:30am	SPATEC Help Desk opens
08:35am - 10:20am	One-to-One Meetings Program
10:25am - 10:45am	Coffee Break
10:50am - 12:50pm	Supplier Showcase
12:55pm - 01:55pm	Lunch
02:00pm - 03:25pm	One-to-One Meetings Program
03:30pm - 03:45pm	Coffee Break
03:50pm - 05:25pm	One-to-One Meetings Program
05:30pm - 07:25 pm	Free Time/Networking
07:30pm	Farewell Dinner

Saturday September 15

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 Spring¹⁰
North America

North American Spa & Beauty Industry
February 25 – 28,
The Ritz-Carlton Key Biscayne, Key Biscayne, FL
www.spatecna.com



SIBEC¹⁰
North America

North American Health & Fitness Industry
September 23 -26
The Chateau Elan, Winery & Resort, Braselton, Georgia
www.sibecna.com



HOTEC Operations¹⁰
North America

**North American Hospitality Industry –
Operating Supplies and Food & Beverage**
March 25 – 28
Ritz-Carlton Lake Las Vegas, Henderson NV
www.hotecna.com



SPATEC Fall¹⁰
North America

North American Spa & Beauty Industry
September 12 -15
The Langham Huntington Hotel & Spa, Pasadena, California
www.spatecna.com



SPATEC¹⁰
Europe

April 14-17
Le Meridien Lav, Split, Croatia
www.spateceu.com



HOTEC¹⁰
Europe

European Hospitality Industry
October 6-9
The Grand Real Santa Eulalia Albuferia, Portugal
www.hoteceu.com



HOTEC¹⁰
Middle East

May 7-10
Swissôtel Grand Efes, Izmir
www.hotecme.com



SIBEC⁰⁹
Europe

European Health & Fitness Industry
November 4-7
Le Meridien Lav, Split, Croatia
www.sibeceu.com



HOTEC Design¹⁰
North America

June 10 – 13
Ritz-Carlton, Key Biscayne, FL
www.hotecna.com



HOTEC⁰⁹
Asia

Asian Hospitality Industry
October 14-17
Sheraton Towers, Singapore
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: _____