



interbad

International trade fair for swimming pools, saunas
and spas with congress for pool and bath technology

21 – 24 September 2021
Messe Stuttgart

www.interbad.de



Swimming Pools



Saunas



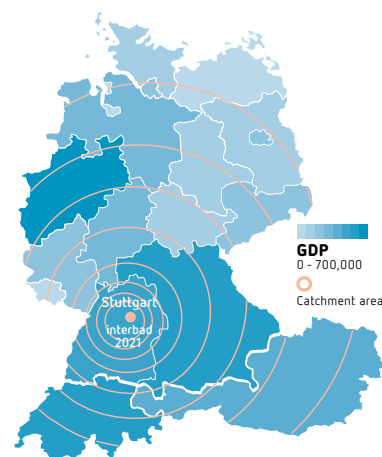
Spas



**Your date in
Stuttgart:
21 – 24 Sept 2021**

All the components for your business success

**Trade fair in the economically
strong south**



Number one for technology, trends and innovations, over 14,000 visitors and around 420 exhibitors: interbad is the most important trade fair for swimming pools, saunas and spas in the region of Germany, Austria and Switzerland. On an exhibition area of 35,000 m², you can meet national and international players, from market leaders to start-ups. Make profitable contacts and open up the entire market with your trade fair appearance.

interbad is indispensable for you – you can read about the five most important reasons on the following pages. If a trade fair, then interbad!

1 Convince the top decision-makers in the sector

Interested, international, high-quality: The specialist public at interbad consists mainly of decision-makers looking for products and solutions for their companies. Around 10 per cent of the visitors are private building constructors who are interested in getting information and inspiration for their private properties. Benefit from the live character of the trade fair in order to convince your customers and potential new customers of your offers with demonstrations and in personal discussions.

**Specialist public from
the following sectors**

- › Municipal and private swimming pools
- › Sauna and wellness facilities
- › Pool construction and specialist trade
- › Sanitation, heating and air conditioning companies
- › Hotels
- › Health resorts, spas and thermal baths
- › Architecture and planning
- › Physiotherapy and fitness
- › Private visitors
- › Property owners

www.interbad.de/review

2 Present your solutions in perfect surroundings

From the wellness trend to artificial intelligence: Specialist visitors from pool and sauna operators to architects appreciate the complete offer relating to all aspects of swimming pools, saunas and spas. Your customers and potential new customers benefit from the trade fair as a platform for exchanging ideas and a forum, as well as for concluding business contracts – because this is best done in personal contact.



68th Congress of the Deutsche Gesellschaft für das Badewesen e.V.

Specialist presentations on, among other things, the themes of digitalisation, pool and bath technology, operation of baths, marketing, personnel.

› ICS

Sauna Stimulus

Presentations and workshops for sauna operators and specialist employees.

› ICS

Zukunft Hotel (Hotel Future)

Presentations on innovative ideas and smart solutions for the hotel of the future. Networking for decision-makers in the hotel sector.

› VIP Lounge

Original Finnish Sauna Experience

The special show of the "Sauna from Finland" network, to which over 200 companies belong, examines the topics of health effects, nature and sauna experience, sauna and beauty, and also provides tips for a successful sauna business. The Sauna Lounge, where visitors can test products and enjoy a special ambience, has a typically Finnish flair.

› Hall 3

Innovation Area

Presentation of the most innovative ideas, brand-new prototypes and the latest product launches of the exhibitors. Interactive digital displays and a Media Lounge.

› Foyer Entrance East

Theming and Storytelling

Themed experience worlds will be presented with examples of water parks, thermal spas and adventure pools from around the world.

› Hall 1



3 Expand and maintain your network

interbad is the essential meeting place for the sector and gives you the opportunity to experience diverse encounters – at your trade fair stand or in specialist presentations and special shows. Impress your guests with live demonstrations, at stand parties, during the evening events in the direct vicinity of the trade fair, or at meetings in the Stuttgart city centre. Whether in a specialist discussion at the stand or an exchange of ideas in a relaxed atmosphere: You can further expand your network, and we will support you.

Prizes & Awards

Awards presented during the trade fair:

- › Public Value Award
- › interbad Innovation Award
- › EWA Awards

www.interbad.de/congresses

4 Your short path to success

Here your customers land right at the stand. interbad makes your successful trade fair appearance easy - with its central location, optimum logistics and short paths at the Trade Fair Centre. In the middle of Europe, you can benefit from a real location advantage!



Directly by the airport

300 m from the terminal to the trade fair entrance.



Direct parking

15,000 parking spaces around the trade fair grounds.



Direct connections into the city

Only 30 minutes by S-Bahn (urban railway) to the Main Station and Stuttgart city centre.



Directly by the motorway

Connection to the A8 motorway and several national highways.



Smooth stand construction and dismantling

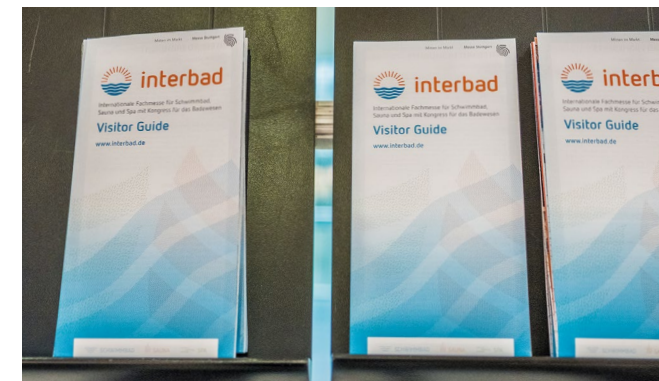
Lorry access to every hall and ground-level halls with spacious logistics areas.



Optimum infrastructure

One of the technically best equipped trade fair centres in Europe.

www.interbad.de/accommodation



5 We support your appearance in a perfectly tailored way

Trade fairs can be so easy: Our team supports the organisation of your appearance with full commitment and comprehensive services. We bring in our know-how for the planning and preparation and support you on location.

From the manager of a municipal swimming pool to the hotelier: We activate the visitors from your sector already before the start of the trade fair, as well as during the event – by means of diverse activities in the media and in the sector. Do you want to advertise your appearance yourself? We can support you with our all-round service. So that you can address your customers directly and get them to the trade fair.

All-round services for exhibitors

- › Stand planning
- › Stand construction packages
- › Advertising material for invitation management
- › Advertising spaces on location
- › Your company in trade fair media such as catalogue and online exhibitor directory
- › Press service
- › Film studios of various sizes for presentations, talks, digital seminars

www.interbad.de/stuttgartmesseserviceportal

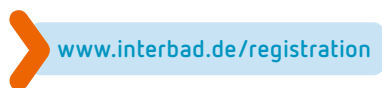
Submit your nonbinding registration now and secure your stand location

Early-booking discount until 30 Sept 2020

Benefit from the early-booking discount up until 30 September 2020 in order to prepare yourself optimally for interbad 2021.

Your benefit: You can express your wishes for your stand location early on in order to ensure an optimum trade fair appearance. The booking of your trade fair stand becomes binding for you only after agreement on your stand placement.

All prices and information for your trade fair participation:



Do you have any questions? We will be glad to support you personally:

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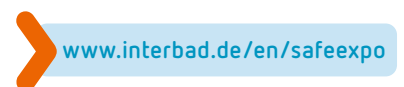
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Safe for People.
Good for the Economy.



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