

22nd INTERNATIONAL EXHIBITION

for domestic and industrial heating, water supply, engineering and plumbing systems, air-conditioning, ventilation, equipment for pools, saunas and spas

A two-decade success story of growing heating, water supply and pool market, promoting and sourcing brands!



aqua THERM

MOSCOW

6–9 February 2018

Crocus Expo

www.aquatherm-moscow.ru

Organised by



Developed by



Specialised section



Special project



WHY EXHIBIT?



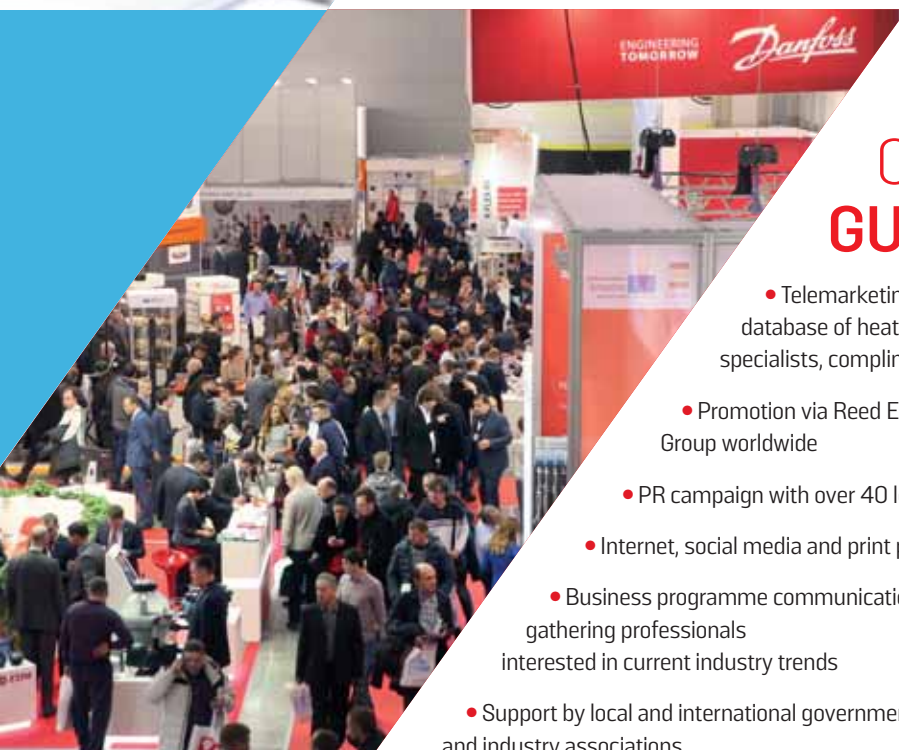
Multiply your business opportunities by exploring the high-potential Russian HVAC & Pool market

Use the 20-year show's experience in growing export opportunities and sales network for international companies

Animate your existing distributor channel and find new partners from 80 Russian regions

Present new products, services and technologies to thousands of wholesalers, construction engineers, retailers

Increase your brand visibility among target professional audience



QUALIFIED CONTACTS GUARANTEED!

- Telemarketing, regular e-mailings to vast database of heating, water supply and pool industry specialists, complimentary tickets distribution
- Promotion via Reed Exhibitions' International Sales Group worldwide
- PR campaign with over 40 local and international industry media
- Internet, social media and print promotion
- Business programme communication platform gathering professionals interested in current industry trends
- Support by local and international government and industry associations

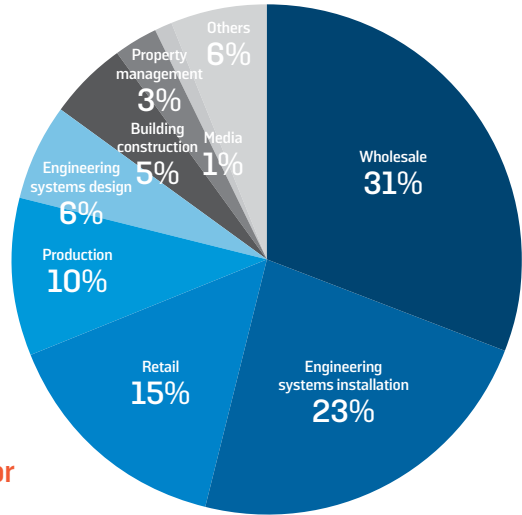
Aquatherm Moscow is the leading international event in Russia and CIS in the industry of domestic and industrial heating, water supply, engineering and plumbing systems, ventilation, air-conditioning and equipment for pools, saunas and spas.

The benchmark event connects producers and brand representatives from all over the globe with professional audience to maximize their opportunities by generating business leads, meeting partners, exchanging best practices and learning the latest industry trends.



Visitor profile:*

PROFESSIONAL AUDIENCE



97% of visitors influence purchase decisions*

Major groups of visitor product interest:*

- Heating Equipment **71%**
- Water Supply Equipment **64%**
- Pipes, Fittings, Valves **52%**
- Test and Measuring Equipment and Automation Systems **38%**

- Climate Control Equipment **33%**
- Pools, Saunas, Spas **21%**
- Other **2%**

Multiple choice answers

AQUATHERM MOSCOW 2017 RESULTS

28 308 unique trade visitors

35 000 sqm of total exhibition space

733 exhibitors from **30** countries

198 first-time exhibitors

HVAC & Pool brands from 76 countries

92% of exhibitors established new contacts at the show*

84% of exhibitors are satisfied with the exhibition results*

88% of exhibitors plan to participate in 2018*

*Based on visitor and exhibitor survey in 2017

EXHIBITION PROFILE

HEATING EQUIPMENT

- Boilers
- Burners
- Heat exchangers
- Radiators
- Towel heaters
- Expansion tanks
- Air heaters
- Chimneys
- Solar panels and collectors, heat pumps
- Fireplaces, auxiliary materials
- Industrial heating equipment

WATER SUPPLY EQUIPMENT

- Pumps
- Filters, water treatment and purification systems
- Plumbing equipment
- Water heaters
- Industrial water supply equipment

PIPES. FITTINGS. VALVES

- Pipes
- Fittings
- Pipeline valves: isolation, control, safety valves
- Technical insulation, waterproofing insulation
- Pipe repair, cutting, welding instruments

WORLD OF WATER & SPA

POOL AND BATH EQUIPMENT

- Pools (private, public)
- Pumps for pools
- Filters, pool water purification systems
- Chemicals
- Automation
- Pool accessories
- Finishing materials
- Covering materials, pool pavilions
- Bath equipment

CONTROL AND MEASURING APPLIANCES. AUTOMATION SYSTEMS

- Level, pressure, temperature regulators
- Manometers
- Heat and water meters
- Thermometers
- Thermostats
- Gas meters
- Leak protection system

VENTILATION AND AIR CONDITIONING EQUIPMENT

DESIGN AND INSTALLATION OF ENGINEERING SYSTEMS

BOOST YOUR VISIBILITY **BEFORE, DURING AND AFTER THE SHOW!**

- **MAKE YOUR COMPANY VISIBLE** to over 28 thousand of professionals with advertising on-site, marketing collaterals and sponsorship packages.
- **MAXIMIZE YOUR ROI** with various smart on-line options and free web services highlighting your company 365 days a year.

WWW.AQUATHERM-MOSCOW.RU*

768 252
visits from
160
countries

621 502
unique visitors

1 502 206
page views

*Analysed for the period: 6 February 2016–10 February 2017

FIRST TIME AT THE EXHIBITION?

NEW

Benefit from the First-time Exhibitor Programme enabling newcomers to make an eye-catching presentation of their business with the "NEW" distinction marks in on-line and print materials, in the exhibition guide, on-site floor plans and at the exposition.

SEIZE THE CHANCE TO INCREASE VISITOR FLOW, CONTACT THE EXHIBITION TEAM TO CHOOSE THE PROPER PROMOTIONAL PROGRAMME

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Explore the whole
Russian market
with Aquatherms

ST. PETERSBURG

Organised by:



17–19 April 2018

EXPOFORUM, St. Petersburg
www.aquatherm-spb.com

Facts and Figures 2017

- 5 055 unique visitors
- 86 exhibitors from 9 countries
- 46 first-time exhibitors



"Our first-time exhibiting at **Aquatherm St. Petersburg** has exceeded our expectations: we have significantly expanded our client database in the North-West of Russia with dealers, retailers and end customers, as well as real estate development, design and installation companies."

Maria Krivets
Marketing Representative,
Ariston Thermo Rus

"We are absolutely satisfied with **Aquatherm Novosibirsk 2017**: got lots of new interesting contacts and held negotiations with all our target audience here – end customers, trade and design companies from almost all Siberia."

Andrey Loskutov
Head of Representative Office,
Viessmann LLC (Novosibirsk)



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Facts and Figures 2017

- 2 454 unique visitors
- 80 exhibitors from 8 countries
- 33 first-time exhibitors

NOVOSIBIRSK

Organised by:



13–16 February 2018

Novosibirsk Expo Centre, Novosibirsk
www.aquatherm-novosibirsk.ru

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CONTACT US TO LEARN MORE AND BOOK THE BEST SPACE AT THE SHOW!

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