



7-10 FEBRUARY
CROCUS EXPO • Moscow



How to get to the show

By public transport:

Metro station Myakinino (Arbatsko - Pokrovskaya Line) - exit to the exhibition pavilions

By car:

Crossing of Moscow City Ring (outer side, 66 km) and Volokolamskoe shosse.



About the organizers

Reed Exhibitions is the world leading event organizer in 44 industries. Annually, some 440 exhibitions with 6 million active participants are organized by Reed Exhibitions teams in 36 countries.

ITE has been organizing exhibitions and conferences since 1991. Every year ITE runs more than 200 international exhibitions and conferences in various sectors of industry.

Aqua-Therm Moscow team

To book a stand or to learn more about the event, please contact:

For foreign companies:

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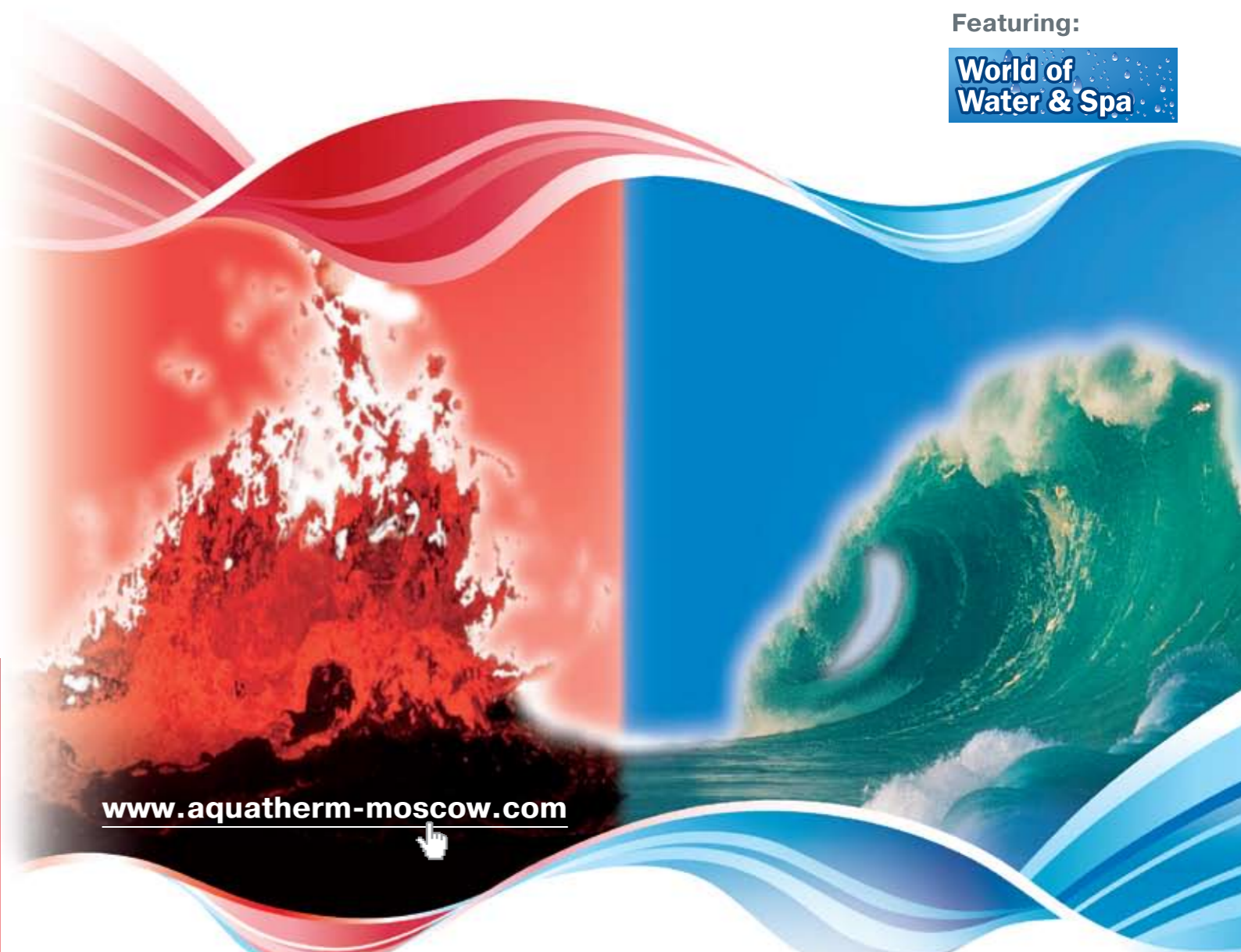
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AQUA-THERM MOSCOW 2012

FOCUS ON LEADS GENERATION!

Featuring:



www.aquatherm-moscow.com

16th INTERNATIONAL EXHIBITION

for heating, water supply, sanitary, air-conditioning, ventilation and pools equipment

Organized by:

Special project:



Aqua-Therm Moscow is the leading event for the Russian HVAC/R and pool industry!

Meet your business leads on February 7-10, 2012!



Experience 15 years of success with Aqua-Therm Moscow 2012. Today!

Why participate:

Self-speaking results at exhibition

- 510 exhibitors from 28 countries
- Number of exhibitors grew by 30%
- German participation grew by 75% and resulted in two national pavilions
- The exhibition featured the national pavilion of France with UBIFRANCE and Romanian National Pavilion
- The most attended b2b industry exhibition in Russia: 18 505 unique target visitors you need!
- The best visiting audience mix: 60% of attendees are from Moscow and Moscow Region, 35% - from other Russian regions, 5% from abroad
- 25 000 sqm of show space located in three halls
- 100% "working" exhibition for technical specialists and purchasers: conference program is focused on dialog with industry professionals
- Professional support from more than 21 government and industry bodies

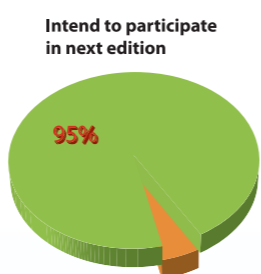
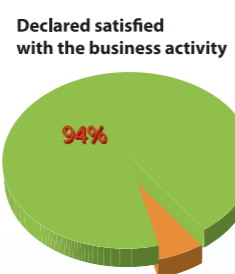
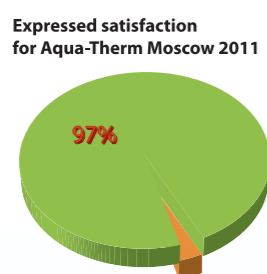
Self-speaking results at internet

- 126 656 visits from 105 countries
- 98 918 unique visitors
- 548 936 page views between February 2010 and February 2011

Everything you need to know about Aqua-Therm Moscow and its exhibitors is just a click away, including the latest exhibitor news, useful information and links.

www.aquatherm-moscow.ru

Exhibitors feedback:



Exhibitors confirm the success of the exhibition: 70% of exhibition space for 2012 has been rebooked during Aqua-Therm Moscow 2011!

Andrea Delukka - Managing Director, SIRA GROUP S.p.A.
Aqua-Therm Moscow 2011 allowed us to demonstrate the wide spectrum of our products represented on the Russian market where we've been taking the leading position for more than 15 years. The Russian market is one of the most significant markets for our Industrial Group. Until 2010 we entrusted our major Russian partners to represent our products on the exhibition, but this year due to the perfect exhibition organisation, which improves both quantitatively and qualitatively year by year, we decided that the right moment arrived for us as the manufacturer to represent our own stand. The result was impressive: the number of contacts and

stand visitors as well as the new cooperation perspectives exceeded our expectations. We were also very pleased to receive the award of the Best International Debut of the Year from the exhibition organizers; this is certainly a motivation to invest in this event in the future.

Nataliya Nikolashina - Marketing Director, Vaillant Group Russia
We would like to thank the organizers of Aqua-Therm exhibition for professionally done job and doubtless customer focus in relation to the exhibitors. The enormous preparations resulted in a four-day intensive work and an endless flow of visitors to Vaillant stand from the very first hours since it was opened. We

met with our existing partners from the regions who arrived in Moscow expressly to visit Aqua-Therm Moscow 2011, discussed the plans for the current year and got acquainted with the new potential partners of Vaillant as well as with the customers showing interest for Vaillant innovative and conventional heating equipment. In cooperation with Aqua-Therm exhibition Vaillant will keep on reaching new heights and moving to new levels of development.

We would like to wish Aqua-Therm Moscow long and happy life, so that one day the exhibition successfully celebrates its 135th anniversary just like Vaillant company did quite recently.

Sergey Lomov, Buderus
Our company has participated in Aqua-Therm Moscow for the first time and we are pleased to say that this experience was good. While we were thinking over the possibility of participation in the Aqua-Therm exhibition there were some doubts on whether the decision we took was right, but the first days of the exhibition proved the choice to be reasonable. We were pleasantly surprised by the interest in Buderus heating equipment on part of the visitors. This certainly proves both the high status of the exhibition itself and the interest of the professional audience for the modern technologies in the field of heating, hot water supply, alternative energy sources, ventilation and air conditioning.

Exhibition tendencies: Aqua-Therm Moscow: promoting new technologies and developments.



Special project — **New Energy** — in the context of Aqua-Therm Moscow!
To support the development of environmental culture, Aqua-Therm Moscow includes a special project — **New Energy**. This project covers all the exhibition segments and demonstrates the latest energy-saving technologies or production solutions based on non-conventional renewable energy sources ensuring significant energy-saving and efficiency.

The participants of **New Energy** project are the companies that use innovative energy-saving and energy-efficient systems and make efforts to meet strict international requirements for environmental safety.

What's on display in 2012:



- Air ducts
- Air filters
- Air purification
- Air-conditioners
- Bathroom accessories
- Burners and Boilers
- Compressors
- Energy and gas supply
- Environment, water quality and control equipment
- Fans humidifiers, dehumidifiers
- Fittings and valves
- Heating technologies
- Pipes and pipelines
- Pumps
- Refrigeration supply and equipment
- Sanitary technologies and equipment
- Thermal accessories
- Ventilation
- Water and waste-water technologies



- Chemical products
- Equipment for aqua parks
- Materials
- Mini swimming pools
- Sauna equipment
- Spa equipment
- Swimming pools
- Swimming pool equipment and accessories
- Water purifiers
- Whirlpools

Opportunities of Aqua-Therm Moscow 2012:

1. Plunge into business and exceptionally favourable atmosphere of this B2B event with its 15-year history!
2. Participating in Aqua-Therm Moscow 2012 you join our wide promotion campaign:
 - Targeted promotion to HVAC/R market specialists (telemarketing, regular e-mailings to a vast database, free invitation mailings);
 - B2B meeting arrangements, top buyers program;
 - Promotion via Reed Exhibitions' International Sales Group worldwide;
 - PR campaign including national and international media, outdoor, TV, radio and Internet advertising.
3. Multiply your business opportunities by exploring Russia HVAC/R market, animate your existing distributor channel and find a new partner!

Anna Polivoda, REHAU
REHAU company has participated in Aqua-Therm Moscow since 1997. Aqua-Therm is one of the major exhibitions where REHAU takes part, as after the crisis the visitors' structure has significantly been changed towards the target groups related to the growing segments of the private market. The increase in the number of visitors and well-known companies' names in the list of exhibitors underlines the significance of Aqua-Therm Moscow. In the past years the Aqua-Therm exhibition was kind of a

starting point for representing to the customers and introduction on the market such innovative technologies of REHAU as polymer fittings or unified surface heating and cooling system with application of the thermal pump. In 2011 we gambled on demonstration complex system solutions following the major trends and new communication including design and equipment of our partners' points of sale. In 2011 REHAU will purposely develop and offer system solutions for specific segments in the application field and increase marketing activity along with our

partners. Region development is also of great importance. We expect our business will continue growing.

Marina Idris, Pahlen AB
After a short break the Swedish company Pahlen AB decided to resume its participation in the international exhibition Aqua-Therm in the sector World of Water & SPA. The expectations of the company were absolutely realized. We are satisfied with the highest service quality. Especially we would like to underline well-organized activity of the

exhibition organizers. The exhibition allowed us to meet with our customers and partners and discuss significant issues. Besides we had an opportunity to tell about the last directions of the company development and get acquainted with the current tendencies on the market this year. Aqua-Therm Moscow is a perfect platform to establish business contacts and meet with potential clients not only from Russia, but also from the CIS countries and outside the Commonwealth of Independent States.

Book your stand now and start promoting your company in the Russian market immediately!