



Global Spa Summit

Dear Esteemed Colleague,

Istanbul! What a glorious place for the 4th Annual Global Spa Summit. Named the European Capital of Culture for 2010, Istanbul is a truly magical, vibrant city and the place last year's delegates voted as top choice for this year's GSS. Located on the Bosphorus Strait and filled with historic and unique spas, it's also the home of the famous Çırağan Palace, where Summit delegates from six continents will gather on May 17, 2010, with a shared mission of joining together and shaping the future of the spa and wellness industries.

It's all in place for an incredible Summit, which will kick off with the theme "Bridges Worth Building." And what better location than the city that bridges Europe and Asia to discuss bridging so many industries and so many interests: spas and wellness, medicine, beauty, fitness, sustainability, education, architecture, investment, profitability, even pampering, to name a few. This year's Summit promises to be the best yet, with a record number of early registrations and record sponsorship support. The agenda addresses issues we are all interested in, and once again, there will be an emphasis on one-on-one networking opportunities that have, at past Summits, resulted in new business opportunities and deals made.

New, proprietary research will be presented again this year, including a cutting-edge study, *Spas and the Global Wellness Market: Synergies and Opportunities*, conducted by SRI, the organization that presented the first-ever Global Spa Economy report for the GSS in 2008. We think you will also enjoy special pre- and post-Summit invitations from nearby hotels, spas, and medical facilities, a visit to an authentic Turkish Hamam, and a special tour of Istanbul.

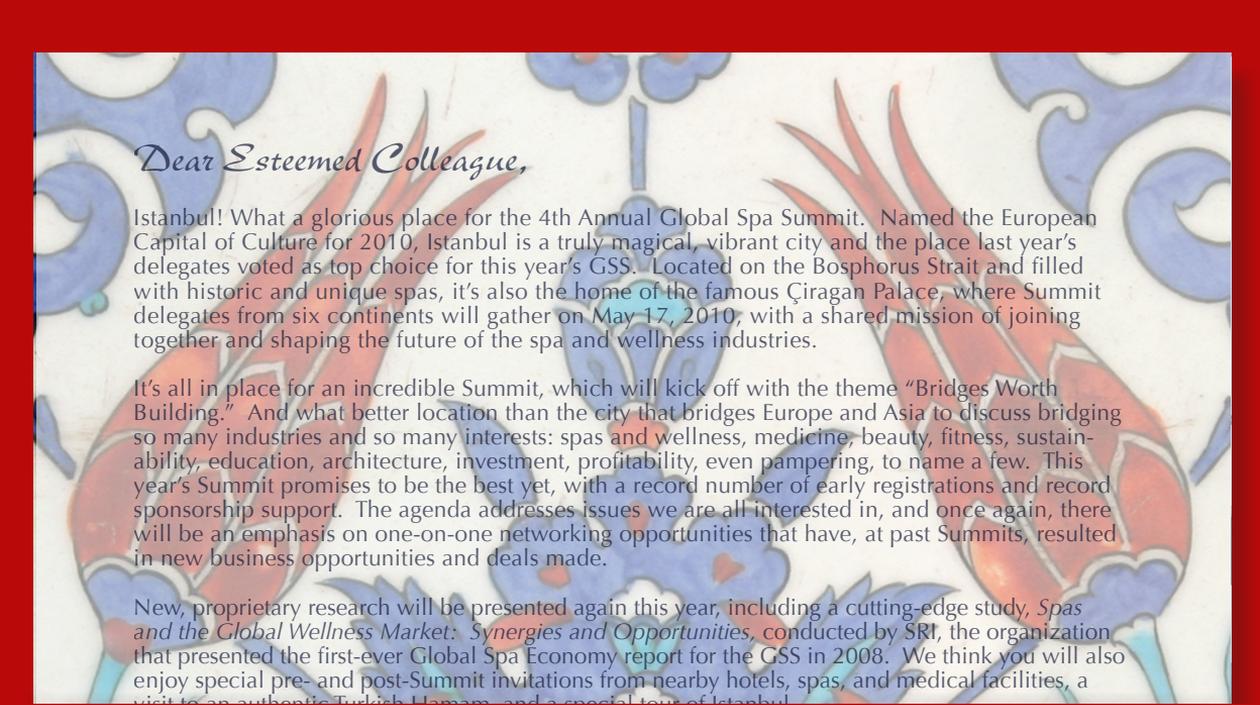
One important reminder: The Global Spa Summit is an invitation-only event, and your invitation is not transferable. This assures you, as an invitee, that the delegates meeting in Istanbul will be your peers, top-level business and thought leaders from a broad range of sectors including hospitality, investment, medicine, real estate, finance, consulting, education, and government.

You will find more information about the 2010 Summit on the back of the photographs that make up this invitation. All of us look forward to meeting you and getting to know you personally. Hope you will join us in May!

With warmest regards,

The Global Spa Summit Board of Directors

Anna Bjurstam (Raison d'Etre), **Dr. Marc Cohen** (RMIT University), **Richard Dusseau** (Spa Strategy), **Susie & Pete Ellis** (SpaFinder, Inc.), **Andrew Gibson** (Mandarin Oriental Hotel Group), **Susan Harmsworth** (ESPA International), **Jeff Matthews** (Mandara Spa Asia), **Anne McCall Wilson** (Fairmont Raffles Hotels), **Professor Mary Tabacchi**, PhD (Cornell University)



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2010 GLOBAL SPA SUMMIT

"Bridges Worth Building"

ISTANBUL, TURKEY • MAY 17-19, 2010



A traditional Ottoman-style Turkish tile, representing the Summit's emphasis on authenticity

The Global Spa Summit: At a Glance

Mission

The Global Spa Summit (GSS) is an international organization that brings together leaders and visionaries to positively impact and shape the future of the global spa and wellness industries.

Delegates

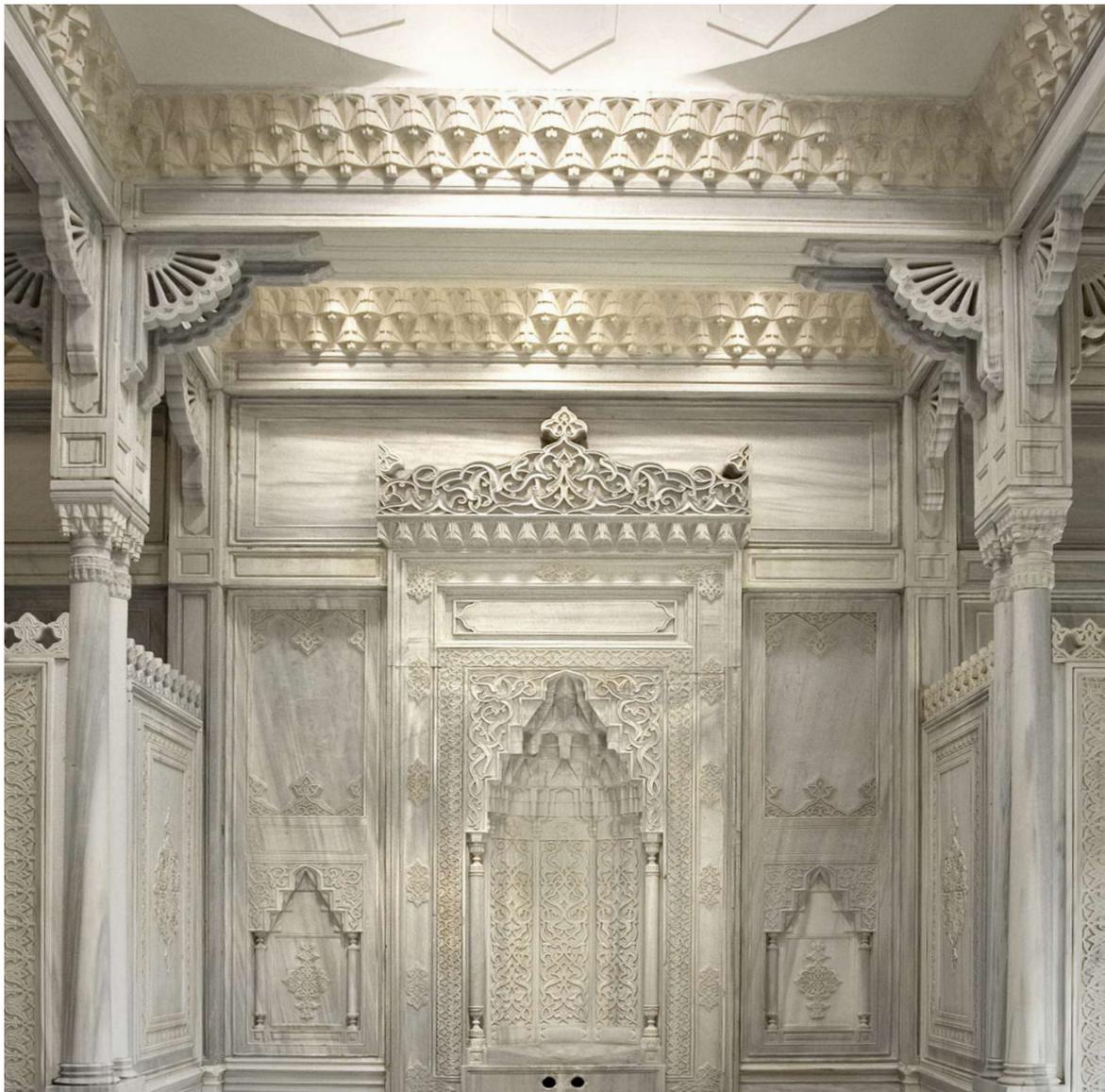
Every effort is made to ensure that those attending the annual GSS are leaders and decision makers. Delegates must have senior executive titles such as CEO, president, chairman, divisional SVP, owner, etc. Company size, yearly sales, number of employees, and length of time in business are also taken into consideration. Special room is allotted for educators and those from the not-for-profit sector. All invitees have been preselected and approved by the GSS board of directors.

Format

Each Summit agenda is continually developed and features the timeliest issues, ensuring that the GSS has the vibrancy and relevancy that have become its trademarks. As invitees register, their expertise, interests, and areas of concern are noted. This information is taken into consideration, along with global events and industry trends, to create the final Summit agenda. A variety of interactive sessions, including industry briefings, panel-led discussions, full-delegation general sessions, debates, interviews, small group breakout sessions, and hosted dining conversations give the Summit its unique flavor.

Spirit of the Summit

The “spirit” of the Global Spa Summit is one of shared purpose. It is an opportunity to put aside competitive egos and personal business goals and spend time joining together and shaping the future of the spa and wellness industries. Modeled in part after the World Economic Forum in Davos, Switzerland, the GSS brings together decision makers from around the world. All contribute time and resources to fund the Summit; participants, including GSS board members, speakers, panelists, and presenters pay full registration fees and accommodation expenses. Keynote speakers are not paid to attend, and everyone is asked to refrain from self-promotion. Press access is limited, creating an off-the-record atmosphere for dialogue. Our shared “Spirit of the Summit” ensures that we exchange ideas, debate, and strategize for the good of our industry, the consumers we serve, and the planet we share.



Ciragan Palace's Historic Tarihi Hamam, open to Summit delegates for a special tour

The Setting of the 2010 Summit

Venue

Istanbul, one of the most fascinating and beautiful cities in the world, will provide a rich European and Asian background for our exclusive gathering. The spectacular five-star Çiragan Palace Kempinski Hotel has been selected as the premier hotel and meeting site for the Summit, offering delegates the chance to be enveloped in an authentic Turkish setting reflective of the Ottoman Empire.

Summit meetings will take place in beautifully restored palace rooms overlooking the Bosphorus strait and in view of the famous bridge, which connects Europe with Asia. The Summit has also received special government permission to view the centuries-old palace Tarihi Hamam (bath), a historical landmark of the city that is off-limits to most groups.

Hotel Accommodations

Special room rates, which include a buffet continental breakfast, are available for registered delegates at the Çiragan Palace Kempinski Hotel. An alternative room block is available at the Radisson Blu Bosphorus Hotel, which is within walking distance of the Çiragan Palace.

Traveling to Istanbul

Istanbul is a gateway city with direct flights from cities and countries all over the world. Delegates are encouraged to fly into Istanbul's Ataturk Airport (IST), which is just a short drive from the hotel. Taxis are available at the airport for about 40 euros, and limousine transfers are available through the Çiragan Palace Kempinski Hotel.

Turkish Airlines, Inc., the national airline of Turkey, will be offering discounted fares to delegates traveling on international flights to Istanbul. Turkish Airlines serves 158 airports, in Europe, Asia, Africa, and the Americas.



Entering the Çiragan Palace, the setting of the Global Spa Summit sessions

Special Activities and Events

Delegates are invited to enjoy special experiences before, during, and after the official program, including:

- Pre-Summit collaborative meetings
- The “Spa of the Future” student architectural challenge
- An evening cruise on the Bosphorus strait
- A visit and experience at one of Istanbul’s oldest, most historic hamams
- Specialty tours of top Istanbul historic sites (including the Blue Mosque, Hagia Sophia, Grand and Spice bazaars, and Topkapi Palace, whose harem wing dates back to the 16th century)
- Visits to various hotel spas

Delegates are also invited to the Richmond Nua Wellness Spa, 90 minutes outside of Istanbul, one of Turkey’s premier destination spa facilities. (See www.globalspasummit.org for specifics.)

Global Spa Summit Partnerships

The Global Spa Summit relies on the generosity of elite companies and organizations whose missions align with that of the Summit. Please thank and support these companies that have confirmed their commitment as top level sponsors of the 2010 Summit.*

Platinum Tourism Board Sponsor: Tourism Turkey

Tourism Turkey promotes Turkey as a destination offering a relaxation and spa experience reflective of a unique geological and historic makeup, where over 1,000 thermal springs abound and where traditional Turkish hamam treatments have been perfected over thousands of years.

Exclusive Platinum Sponsor: Thermarium

Austria-based Thermarium is regarded as a trendsetter in the spa and wellness industries and has worked with numerous hospitality brands including Banyan Tree, Intercontinental, Mandarin Oriental, Peninsula, Shangri-La, and Swissotel.

Exclusive Research Sponsor: Murad

A pioneer of doctor-branded skin care and founder of the revolutionary Murad Inclusive Health Center[®], California-based Murad is sponsoring the 2010 Global Spa Summit research project, *Spas and the Global Wellness Market: Synergies and Opportunities*.

*Other partners will be highlighted at the Summit.



The Citagan Palace Kempinski Gardens, site of several Global Spa Summit evening festivities

A Partial List of Past Participants...

CHARLES BAIRD (MD, North Castle Partners Investment Group) • EMANUEL BERGER (CEO, Victoria-Jungfrau Collection) • MARIBETH BISIENERE (VP, New Business Development, Health and Wellness, the Walt Disney Company) • ANNA BJURSTAM* (MD, Raison d'Étre) • DAVIDE BOLLATI (Chairman, [comfort zone]) • R. BYRON CARLOCK, JR (President & CEO, CNL Lifestyle Investment Company, LLC) • DR. RICHARD CARMONA (17th Surgeon General & Vice Chairman, Canyon Ranch) • STEVE CASE (Chairman & CEO, Revolution, LLC) • DR. MARC COHEN* (Professor, RMIT University) • DZIGBORDI K. DOSOO (CEO, Allure Africa, Ltd.) • RICHARD DUSSEAU* (CEO & President, Spa Strategy) • PETE ELLIS* (CEO, SpaFinder) • SUSIE ELLIS* (President, SpaFinder) • ANNBETH ESCHBACH (CEO, Exhale Spas) • FREDERIC FEKKAI (President, Frederic Fekkai) • CATHERINE FELICIANO-CHON (Founder, CatchOn & Co.) • STU GARROW (Co-Founder, Intelligent Spas) • ANDREW GIBSON* (Group Director of Spas, Mandarin Oriental Hotel Group) • KERSTIN FLORIAN (Founder & CEO, Kerstin Florian Spa Products) • LEONARD FLUXMAN (President & CEO, Steiner Leisure Limited) • THOMAS GOTTLIEB (Managing Partner, Geolo Capital) • LEANDRO GUALTIERI (President, STB Thermal Spas) • SUSAN HARMSWORTH* (Founder, ESPA Int'l) • PHILIPPE HENNESSY (Founder & CEO, Pevonia Botanica) • JANE IREDALE (President, Iredale Mineral Cosmetics, Ltd.) • NEIL JACOBS (President, Starwood Capital Hotel Group) • JOHN KETTLE (Senior VP, Dubai Investment Group) • MEGAN LARSEN (Founder, Sodashi) • PAUL MACPHERSON (Chief Development Officer, Jumeirah) • JEFF MATTHEWS* (President & COO, Mandara Spas) • ANNE MCCALL WILSON* (VP of Spas, Fairmont Raffles Hotels Int'l) • ELMAR NAGELE (CEO, Thermarium) • DR. ADOLF OGI (Former President of Switzerland) • CRISTINA ONG (Owner, COMO Shambhala Group) • TOM POSEY (President & CEO, Golden Door & Luxury Resort Spas) • STEPHEN PURDEW (Director & Co-owner, Champneys Health Resorts) • HEINZ SCHLETTERER (Founder, Schletterer Wellness) • STEFAN SCHÖLLHAMMER (CEO, Klafs) • IAN SCHRAGER (Chairman & CEO, Ian Schragger Company) • SYLVIA SEPIELLI (Founder, SPAD Inc.) • SONU SHIVDASANI (CEO & Chairman, Six Senses Resorts and Spas) • RENEE-MARIE STEPHANO (COO, Medical Tourism Association) • DEBORAH SZEKELY (Founder, Rancho La Puerta & The Golden Door) • PROFESSOR MARY TABACCHI, PhD* (Professor, Cornell University) • TODD WALTER (CEO, Red Door Spa Holdings) • RETO WITTWER (CEO, Kempinski Hotels) • PHILIP WOLF (CEO, PhoCusWright Inc.) • MARK WUTTKE (Principal, The Wuttke Group) • PETER YESAWICH (Chairman & CEO, Yesawich, Peppertine, Brown & Russell)

... and hundreds of other industry leaders and esteemed colleagues.

*Global Spa Summit Board Member



The Bosphorus Bridge, inspiration for the Summit theme, "Bridges Worth Building"

Registration

The Global Spa Summit registration fee includes:

- A pocket-size portfolio of 2010 delegate bios with full contact information
- The 2010 Global Spa Summit briefing paper
- The SRI Research Report *Spas and the Global Wellness Market: Synergies and Opportunities*
- Invitations to optional pre- and post-Summit spa and wellness experiences
- The “Spa of the Future” student architectural challenge
- The welcome networking cocktail party and gala dinner at the historic Çiragan Palace
- The networking luncheon and “Give Back” luncheon
- All networking coffee breaks
- All general and breakout conference sessions at the historic Çiragan Palace
- An evening cruise on the Bosphorus strait
- An evening off-site social/dinner event
- Post-Summit access to all 2010 session summaries and PowerPoint presentations

The Global Spa Summit registration rates are:

\$2,290 - Delegate rate

For all senior executive invitees

\$695- Spouse / Significant Other rate

A special offer for guests of registered delegates*

To Register Online Visit:

www.globalspasummit.org

To Register by Phone Call:

+1-212-716-1199

For more information, please visit www.globalspasummit.org or call +1-212-716-1199. For questions or general inquiries, please contact Dulcy Gregory at dulcy@globalspasummit.org.

*Please note that spouses/significant others are invited to attend all conference sessions and social functions; however they will not receive copies of the conference collateral or the research reports.