

**SALTEX**



1 & 2 November 2023  
NEC, Birmingham



# **SPONSORSHIP AND ADVERTISING OPPORTUNITIES**

**SALTEX.ORG.UK**



POWERED BY  
**GROUND  
MANAGEMENT  
ASSOCIATION**





## SPEAKING OPPORTUNITIES AT #SALTEX2023

Innovate, inspire, and instruct in front of the SALTEX audience. SALTEX prides itself of providing sponsors the platform to educate the grounds care industry.

Opportunities are complimented with plentiful branding exposure to make a substantial overall impact.

### Learning Live Theatre Sponsorship



**Maximise brand exposure before, during, and after the event. A great opportunity to showcase your latest product(s)**

- 30-minute speaking slot
- Stand created within the Learning Live theatre
- Lead retrieval from speaking slot
- Logo placed on hanging banner
- Logo on theatre holding slide
- Reference on all Learning Live theatre PR
- Logo on exhibitor listing
- 50 word entry in Official Show Guide
- Logo with hyperlink on SALTEX sponsors page
- ½ page advert in Official Show Guide
- Logo on all Learning Live visitor e-shots

### Sponsored Theatre Session



**Promote your company's expertise, technology developments and latest products**

- Exclusive speaking opportunity hosting your own 45-minute sponsored session
- Dedicated marketing campaign pre, during and post show to drive attendance and leads
- Access to leads collected from your theatre session
- Logo on exhibitor listing
- 50-word entry in Official Show Guide
- Logo with hyperlink on SALTEX sponsors' page



## BRANDING OPPORTUNITIES AT #SALTEX2023

Our range of branding opportunities provide the perfect opportunity to make a mark at SALTEX.

Increase your visibility across the show and ensure your brand is remembered post-show and beyond.

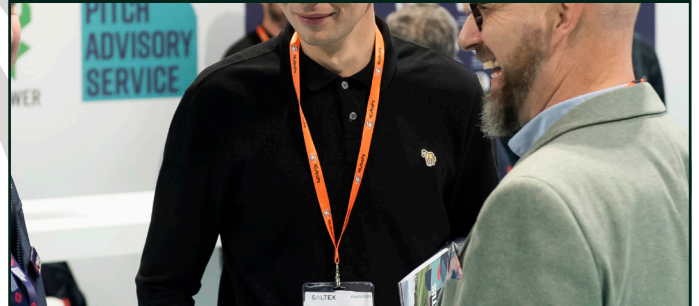
### Registration



**High impact branding opportunity to make an impact with the entire SALTEX audience pre-show and onsite as the SALTEX registration sponsor**

- Company logo on all badges
- Logo on registration page
- Logo on registration emails
- Logo on exhibitor listing
- 50-word entry in Official Show Guide
- Logo with hyperlink on SALTEX sponsors' page

### Attendee Lanyards



**Feature your branding on all attendee lanyards at the event**

- One colour logo on show lanyards
- Logo on exhibitor listing
- 50-word entry in Official Show Guide
- Logo with hyperlink on SALTEX sponsors' page
- Half-page advert in Official Show Guide

**SOLD OUT**





## BRANDING OPPORTUNITIES AT #SALTEX2023

Our range of branding opportunities provide the perfect opportunity to make a mark at SALTEX.

Increase your visibility across the show and ensure your brand is remembered post-show and beyond.

### Show Bags



**Your logo to feature on all show bags placed at the show entrances and picked up by delegates across the event**

- Logo on all show bags at the event
- Logo on exhibitor listing
- 50-word entry in Official Show Guide
- Logo with hyperlink on SALTEX sponsors' page

**SOLD OUT**

### Promotional Show Bag Insert



**Add an advert or promotional item to each show bag distributed at the event – the perfect opportunity for all attendees to take home a reminder of your company.**

- Maximum 5 companies to have this opportunity



WELCOME TO **SALTEX** | SPORTS TURF AMENITIES LANDSCAPING TRADE EXHIBITION **#SALTEX2022**

## BRANDING OPPORTUNITIES AT #SALTEX2023

Our range of branding opportunities provide the perfect opportunity to make a mark at SALTEX.

Increase your visibility across the show and ensure your brand is remembered post-show and beyond.

### Floor Stickers



Guide attendees to your stand or occupy a high traffic area with floor stickers, including your logo and stand number. Work with the SALTEX team to agree the placement of the stickers

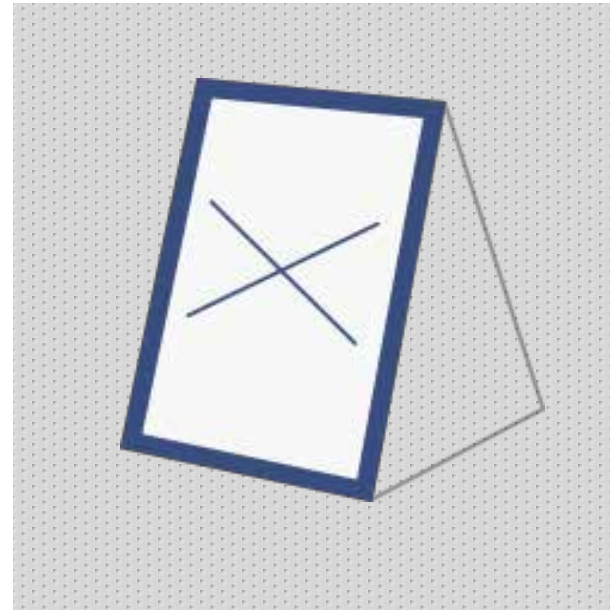
- 10 x floor sticker footprints
- Max 5 companies to have this opportunity
- OR
- 1 x mega sticker at the show entrance
- Max 2 companies to have this opportunity

### Bespoke Packages



Make the most of your SALTEX experience with our bespoke packages. We are happy to create bespoke sponsorship opportunities and packages that match your brand's objectives, please get in touch at [saltexsales@thegma.org.uk](mailto:saltexsales@thegma.org.uk)





## ATRIUM OPPORTUNITIES EXTERNAL A-BOARDS

- **Double sided printed 4-sheets**
- **Located on red brick leading to Atrium entrances**
- **Sold in sets of 3 or 6**



**FORMAT**  
Solus print panel

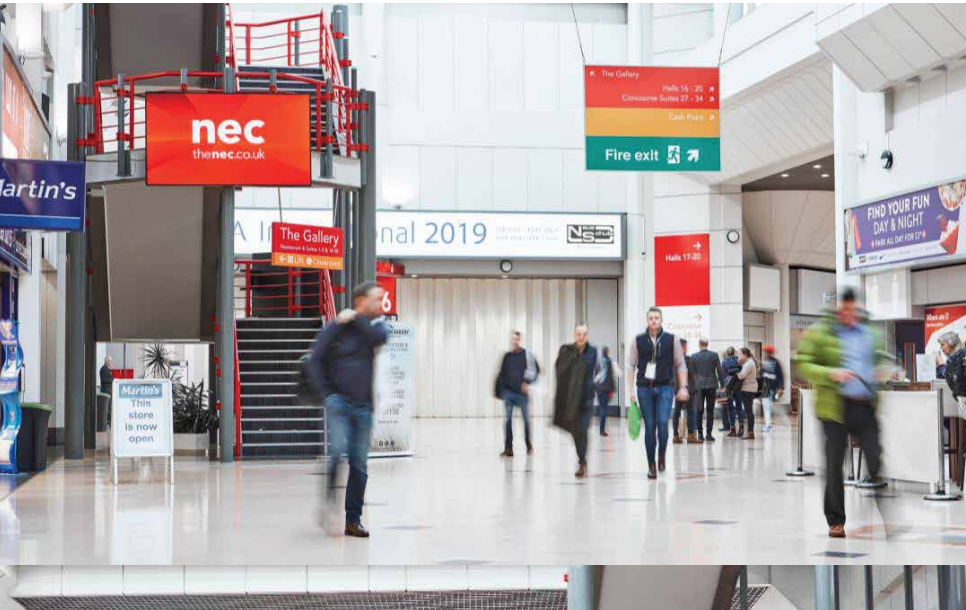


**DISPLAY TIME**  
Duration of event



**SIZE**  
Actual size – 1016(w) x 1524(h)mm  
Visual size – 914(w) x 1422(h)mm





## ATRIUM OPPORTUNITIES Concourse Digital Screens

- Dominating a major dwell area close to restaurants within the Atrium
- The largest internal landscape screens for maximum exposure
- Two digital screens creating unmissable digital super structure



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SIZE**  
Screen size

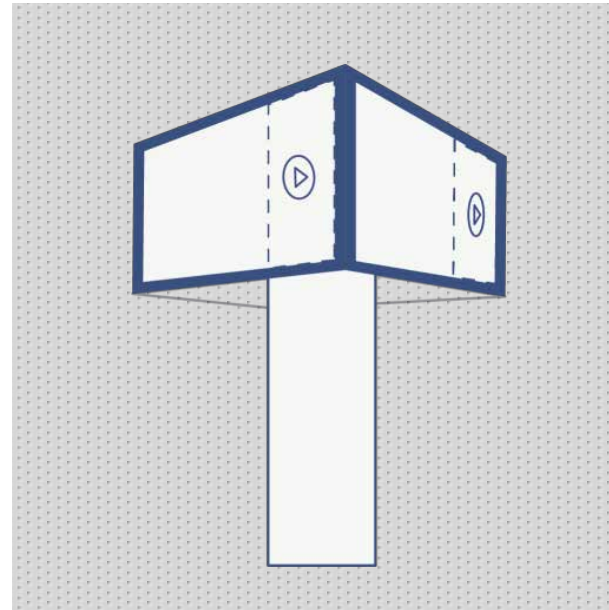
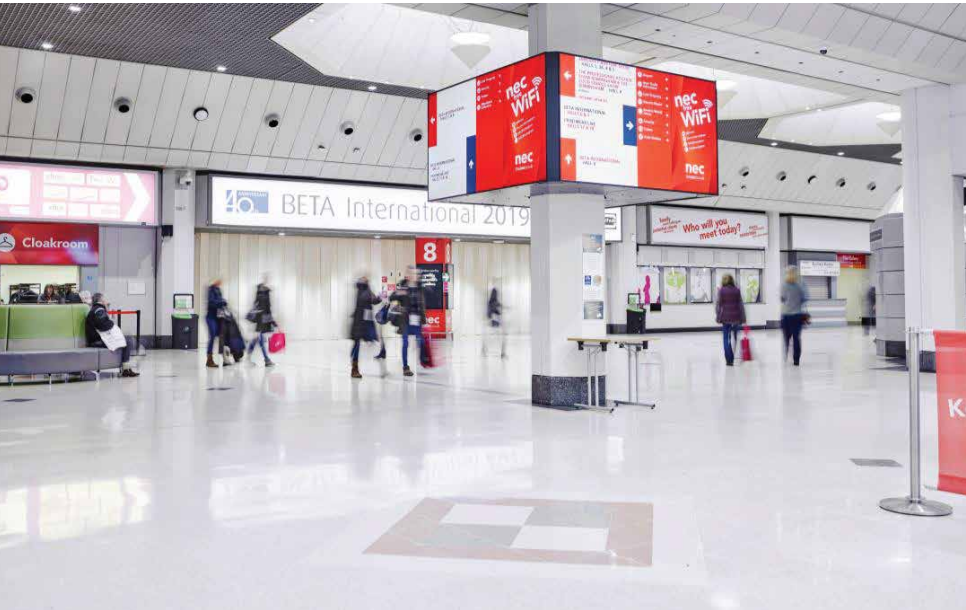


**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds





## ATRIUM OPPORTUNITIES Cube Network

- Located in high dwell, out of hall locations
- Raised visual advertising delivers clear brand impact
- 16 landscape screens incorporating wayfinding, customer information and media content
- The only multi faceted network at the Atrium



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SCREEN SIZE**  
95"



**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds





## ATRIUM OPPORTUNITIES

### Atrium Digital Banner

- Located outside Hall 20 in the Atrium
- Raised visual advertising delivers clear brand impact
- 2 landscape screens incorporating wayfinding, customer information and media content



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV

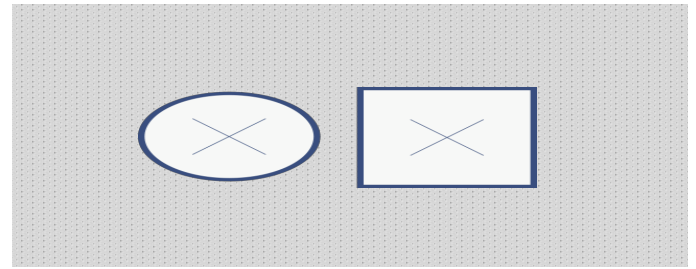
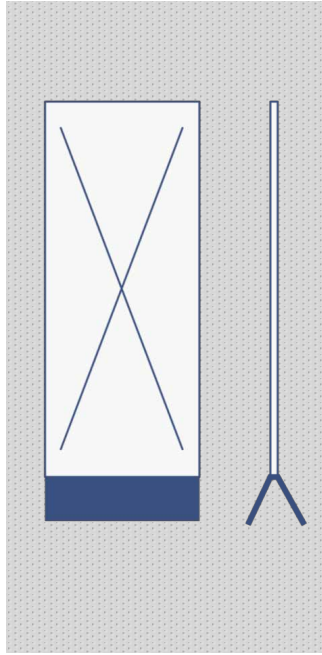


**DURATION**  
10 seconds



**DISPLAY TIME**  
Duration of event





## ATRIUM OPPORTUNITIES

### Wedge Base Internal Graphics

- Floor standing, impactful and flexible
- Can be positioned across the Atrium public areas
- Sold in sets of 3 or 6



**FORMAT**  
Solus print panel



**SIZE**  
Actual size – 800(w) x 1800(h)mm



**DISPLAY TIME**  
Duration of event

## ATRIUM OPPORTUNITIES

### Floor Vinyl's

- Sold as a set of 10
- Can be located at various points leading from the Atrium main entrances to Halls 6 to 12 and Halls 17 to 20



**FORMAT**  
Solus print panel

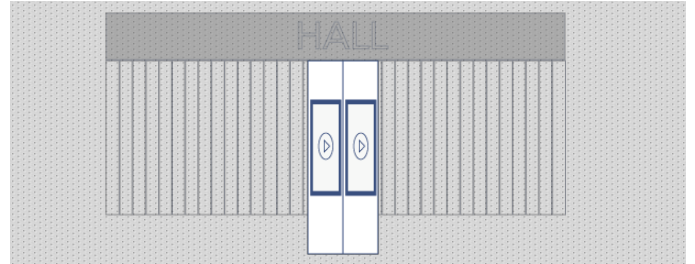
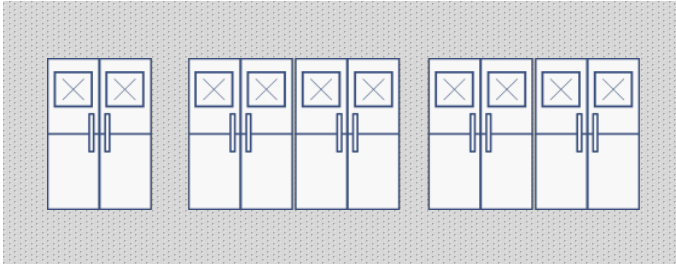


**SIZE**  
1000(w) x 1000(h)mm



**DISPLAY TIME**  
Duration of event





## ATRIUM OPPORTUNITIES Door Graphics

- **Door gels can be used as branding across entrance doors of the Atrium. Situated at eye level they are ideal at conveying both 'Welcome' and 'Thanks for visiting' messages.**



**FORMAT**  
Solus print panel



**SIZE**  
500(w) x 300(h)mm



**DISPLAY TIME**  
Duration of event

## ATRIUM OPPORTUNITIES Hall Entrance Screens

- **High impact screens at Hall entrances**
- **Located above eyeline at key decision point for all arriving visitors**



**FORMAT**  
Digital



**SIZE**  
55"



**DURATION**  
10 seconds

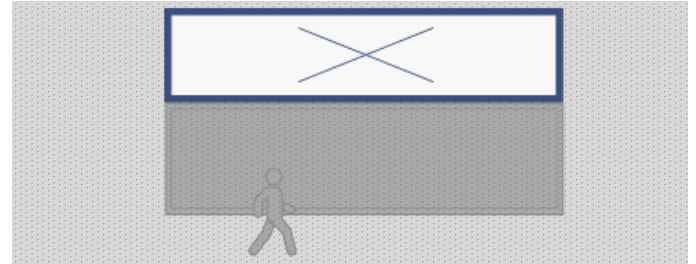
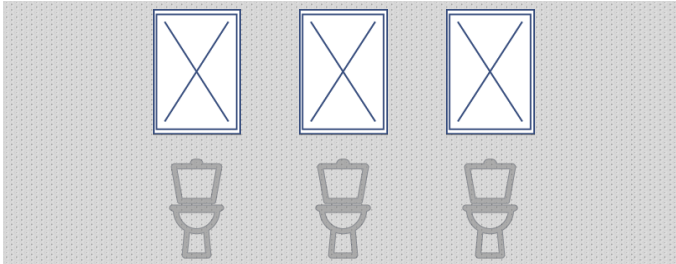


**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
Duration of event





## ATRIUM OPPORTUNITIES Convenience Posters

- Entry level media option
- Available in all halls and in sites on the Atrium concourse
- High traffic/dwell areas



**FORMAT**  
Solus print panel



**SIZE**  
Actual size – 210(w) x 300(h)mm  
Visual size – 190(w) x 280(h)mm



**DISPLAY TIME**  
Duration of event

## ATRIUM OPPORTUNITIES Illuminated Supersites

- Back-lit sites available along the Atrium concourse
- Work well with bookings of concourse suites to support events



**FORMAT**  
Solus print panel



**SIZE**  
All illuminated supersites vary



**DISPLAY TIME**  
Duration of event



## EXHIBITION MEDIA ORDER FORM

☐

**EXTERNAL A-BOARDS – Set of 6**

☐

**Floor Vinyl's**

☐

**EXTERNAL A-BOARDS – Set of 3**

☐

**Door Graphics**

☐

**Concourse Digital Screens**

☐

**Hall Entrance Screens**

☐

**Cube Network**

☐

**Convenience Posters**

☐

**Atrium Digital Banner**

☐

**Illuminated Supersites**

☐

**Wedge Base  
Internal Graphics – Set of 6**

☐

**Wedge Base  
Internal Graphics – Set of 3**

