



SALTEX | SPORTS TURF AMENITIES LANDSCAPING TRADE EXHIBITION

SPONSORSHIP OPPORTUNITIES

**1 & 2 NOVEMBER 2023
BIRMINGHAM NEC
SALTEX.ORG.UK**



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.

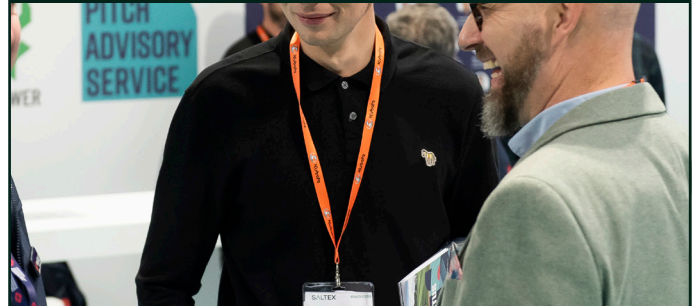
Registration



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



BRANDING OPPORTUNITIES AT #SALTEX2023

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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

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

ONE LEFT

Bespoke Packages



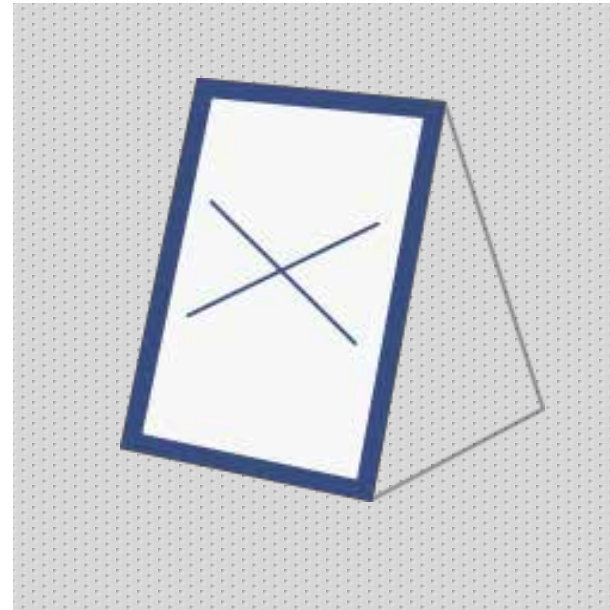
Make the most of your SALTEX experience with our bespoke packages. We are happy to create bespoke sponsorship opportunities and packages that match your brand's objectives, please get in touch at saltexsales@thegma.org.uk



SALTEX | SPORTS TURF AMENITIES LANDSCAPING TRADE EXHIBITION

EXHIBITION MEDIA OPPORTUNITIES

1 & 2 NOVEMBER 2023
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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



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



DISPLAY TIME
Duration of event



RATE CARD – Set of 6
Media – £1,950
Production – £400
Installation – £510
TOTAL - £2,860

RATE CARD – Set of 3
Media – £1,050
Production – £200
Installation – £285
TOTAL – £1,535



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



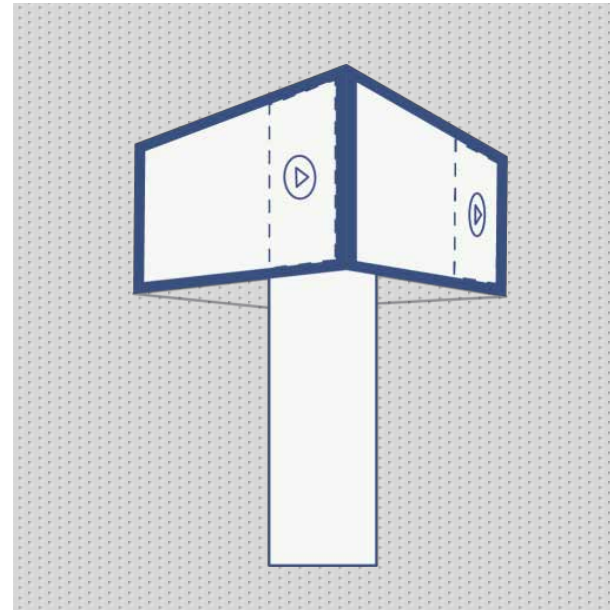
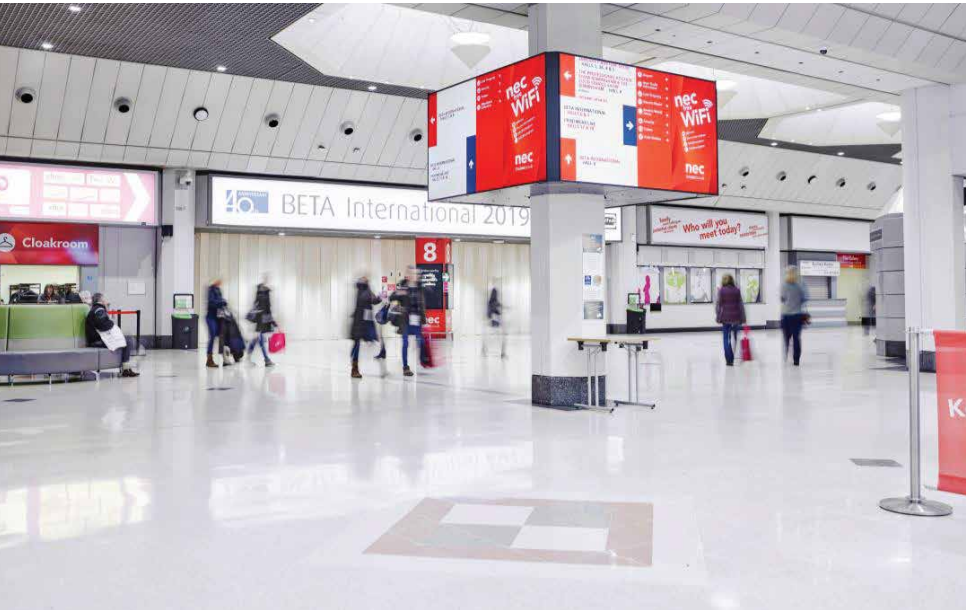
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£500 each



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



RATE CARD
£650 per cube



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



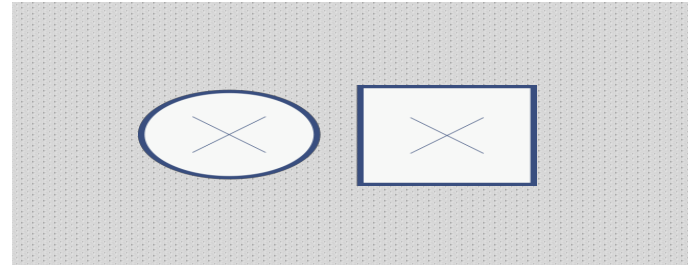
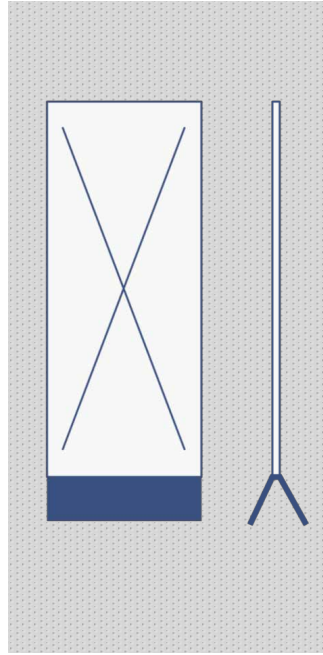
DURATION
10 seconds



DISPLAY TIME
Duration of event



RATE CARD
£1,000



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



RATE CARD	Set of 6	Set of 3
Media	£1,950	£1,050
Production	£400	£200
Installation	£330	£165
TOTAL	£2,680	£1,415

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



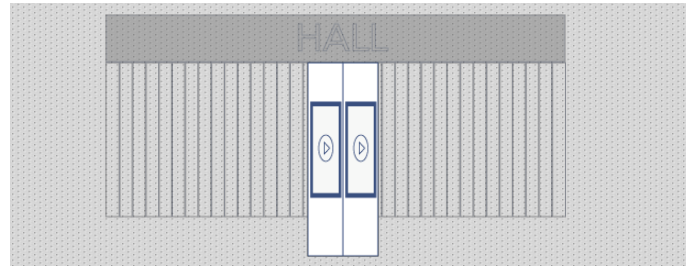
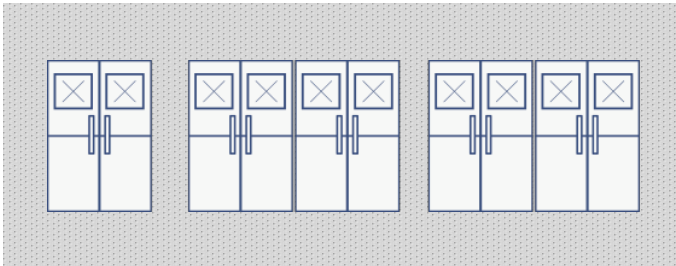
SIZE
1000(w) x 1000(h)mm



DISPLAY TIME
Duration of event



RATE CARD
Media – £1,050
Production – £675
Installation – £225
TOTAL – £1,950



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



RATE CARD
Price on request

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



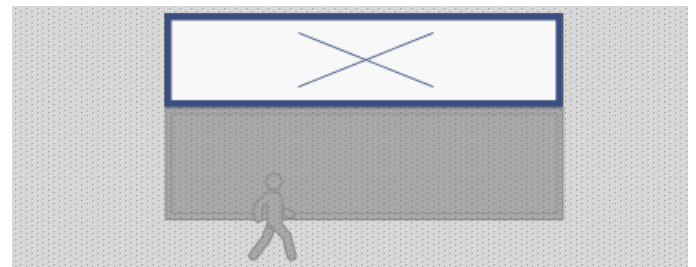
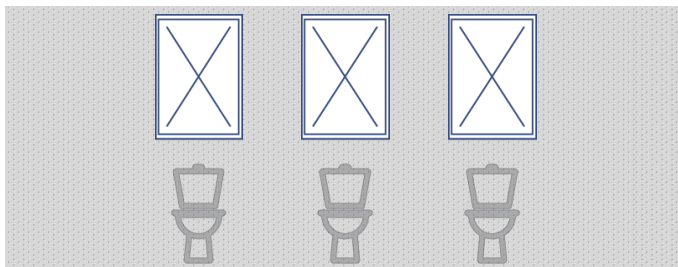
FREQUENCY
1:6 SOV



DISPLAY TIME
Duration of event



RATE CARD
£1,000 for 2 screens
(1 each side of pillar)



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



RATE CARD
Price on request

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



RATE CARD
Media – £500
Production – £290
Installation – £335
TOTAL – £1,075

EXHIBITION MEDIA ORDER FORM

EXTERNAL A-BOARDS – Set of 6
£2,860

EXTERNAL A-BOARDS – Set of 3
£1,535

Concourse Digital Screens
£500 each

Cube Network
£650 per cube

Atrium Digital Banner
£1,000

**Wedge Base
Internal Graphics – Set of 6**
£2,680

**Wedge Base
Internal Graphics – Set of 3**
£1,415

Floor Vinyl's
£1,950

Door Graphics
Price on request

Hall Entrance Screens
£1,000 for 2 screens
(1 each side of pillar)

Convenience Posters
Price on request

Illuminated Supersites
£1,075