



# ■ SALTEX

12 & 13 NOV 2025 | NEC BIRMINGHAM



# POWER UP YOUR PRESENCE



## EXHIBITING AT SALTEX 2025

Exhibiting at **SALTEX 2025** offers the ultimate opportunity to connect with thousands of professionals from the sports turf, landscape, and grounds management sectors. Whether you're launching a new product, strengthening relationships, or generating high-quality leads, this guide will help you make the most of your investment.

POWERED BY



GROUND  
MANAGEMENT  
ASSOCIATION

## PREPARING THE GROUND: WHAT TO DO BEFORE THE SHOW

### ✓ Set Clear Goals

A successful exhibition starts with clear, measurable objectives. Ask yourself:

- How many sales leads do you want to generate?
- Are you launching a new product or innovation in 2025?
- How many key decision-makers do you want to connect with?
- Do you want to book meetings ahead of the event?
- How will you measure success?

**The tighter your goals,  
the better your results.**



## PLAN YOUR STAND TO MEET YOUR OBJECTIVES

Your stand should be designed around your goals. Consider:

- **Who do you want to attract?** Decision-makers? Technical specialists? New customers?
- **What do you want them to do?** Watch a demo? Scan a QR code? Book a meeting?
- **How can you stand out?** Eye-catching design, interactive experiences, or product trials?



## WORK WITH SALTEX + THE GMA TO PROMOTE YOUR BRAND

### ✓ Maximise your presence with SALTEX marketing tools:

- **SALTEX marketing materials, including Gleanin** – use official assets to drive attendance to your stand.
- **Work with us to promote your product launches and innovations** – SALTEX can help showcase new technologies, services, and products for 2025.
- **Feature in SALTEX communications** – get visibility through newsletters, social media, and website listings.



## TELL PEOPLE WHY THEY SHOULD VISIT YOU

The best way to get footfall is to invite people ahead of time. Research shows that 83% of the most successful exhibitors actively market their presence before the show.

Ways to promote your stand:

- **Use SALTEX's marketing tools** – the exhibitor listing, show e-newsletter, and website.
- **Send email invitations** to your customers and prospects.
- **Run social media campaigns** using **#SALTEX2025** to build excitement.
- **Engage with the media** – reach out to editors covering SALTEX and provide press releases.
- **Utilise sponsorship opportunities** to amplify your brand presence across the show.

**PLEASE ENSURE YOU PLACE ANY ORDERS WITH THE NEC SUCH AS RIGGING, INTERNET, FLOORPLATES AND MUCH MORE, IN PLENTY OF TIME TO GET THE BEST POSSIBLE PRICE.**

All order information can be found under the relevant sections in your Exhibitor Manual:

To qualify for the **standard price** your order needs to be received and paid for between **12 October 2025**.

Orders received and paid for between 13 October – 10 November 2025 will have a **20% late surcharge** applied.

A **30% surcharge** will apply to the late price for orders received whilst **onsite 10 November – 14 November 2025**.

## **LIGHTS, CAMERA, ACTION: WHAT TO DO AT THE SHOW**

The doors are open, visitors are arriving – now is the time to **POWER UP YOUR PRESENCE** and make an impact.

### ✓ **Brief Your Team Daily**

Your stand team is your biggest asset. Ensure they:

- Know your key messages and goals.
- Understand their roles (greeting, product demos, lead capture, networking).
- Are motivated and proactive in engaging with visitors.

### ✓ **Engage with Visitors the Right Way**

Make every interaction count:

- **Be approachable** – smile, maintain eye contact, and ask open questions.
- **Find the right balance** – spend enough time with each visitor without missing new opportunities.
- **Focus on quality, not just quantity** – prioritise high-value conversations over giveaways.





## ✓ Leverage Social Media In Real-Time

Boost visibility by posting live updates, behind-the-scenes content, and customer interactions:

- **Use SALTEX event hashtags:** #SALTEX2025
- **Go live** – stream product demos, Q&As, or expert interviews.
- **Encourage visitors to tag your stand** and share their experience.

## ✓ Capture Leads Efficiently

Whether using business cards, QR codes, or lead capture software, **collecting visitor data is crucial.**

- Use a digital lead system to **track conversations** and follow up effectively.
- Categorise leads (hot, warm, cold) to **prioritise post-show follow-ups.**



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YOUR  
**PERFORMANCE** ➤➤➤➤➤➤➤➤

## REAP THE REWARDS: WHAT TO DO AFTER THE SHOW

The show may be over, but the real value comes from **turning leads into business opportunities.**

### ✓ **Debrief & Evaluate**

- Gather your team to discuss what worked and what could be improved.
- Measure success against your initial goals – how many leads, demos, and meetings were secured?
- Identify key prospects for immediate follow-up.

### ✓ **Follow Up With Every Contact**

- **Send personalised emails** to leads within a week.
- **Offer additional content** (case studies, whitepapers, special offers).
- **Schedule follow-up meetings** with hot leads.

### ✓ **Continue Your Marketing Efforts**

- **Share key takeaways** on social media and company newsletters.
- **Engage with media contacts** to secure post-show coverage.
- **Plan for next year** – secure a prime stand location for **SALTEX 2026**.



## MAXIMISE YOUR SUCCESS AT SALTEX 2025

**SALTEX isn't just an exhibition – it's Europe's Cutting-Edge Grounds Management Show.** By planning ahead, engaging effectively, and following up strategically, your brand can achieve **real results.**

**POWER UP YOUR PERFORMANCE AT SALTEX 2025!**