



12 & 13 NOV 2025 | NEC BIRMINGHAM

POWER UP YOUR PERFORMANCE

STAND OUT BEFORE SALTEX 2025 EVEN BEGINS

Exhibiting at SALTEX 2025?

Start engaging with your audience **long before the event** to maximise your success.

This guide will walk you through the best ways to promote your brand, drive footfall to your stand, and ensure **key decision-makers know where to find you at the show.**

POWERED BY



WHY PRE-SHOW MARKETING MATTERS

- **83% of top-performing exhibitors** actively promote their presence before an event.
- Visitors plan their schedules in advance—**get on their radar early!**
- **The more buzz you create, the more foot traffic your stand will receive.**

By integrating **SALTEX's marketing tools** into your pre-show strategy, you can **power up your brand visibility and attract your ideal audience.**

SALTEX E-NEWSLETTER: REACH INDUSTRY LEADERS BEFORE THE SHOW

Want to be noticed before the show?

Secure your spot in the **SALTEX E-Newsletter** and connect with decision-makers ahead of SALTEX 2025.

Why the E-Newsletter?

- Delivered monthly to an engaged audience across sports, leisure, amenity, and education.
- Distributed to the entire SALTEX and Grounds Management Association database.
- Ensures your message reaches key buyers and industry influencers.

Share Your Products & Launches!

We're committed to creating a buzz around your business and showcasing your innovations. Let us know about:

- New product launches
- Standout equipment and services
- Exclusive show offers and deals

We'll work with your marketing team to **feature your brand across SALTEX channels, social media, and news releases**—while respecting any **pre-show embargos.**



**WANT TO
BE FEATURED?
CONTACT US TODAY
TO SECURE
YOUR SPACE!**

USE SALTEX MARKETING MATERIALS TO DRIVE ATTENDANCE

- **Gleanin Referral Tool** – Extend your reach by allowing your team and customers to invite their networks.
- **Official SALTEX Social Media Assets** – Use branded visuals and event hashtags to build awareness.
- **Personalised Email Signatures** – Include a **“Visit Us at SALTEX 2025”** call-to-action in every email.
- **Exhibitor Listings** – Ensure your **company profile and product highlights** are up to date on the SALTEX website.



SOCIAL MEDIA STRATEGY: BUILD YOUR AUDIENCE BEFORE SALTEX

- **Join the Conversation** – Follow and engage with **#SALTEX2025** on **Facebook, Instagram, LinkedIn,** and **X** (Twitter).
- **Announce Your Stand Number** – Let visitors know where to find you.
- **Tease Product Launches** – Build anticipation with behind-the-scenes content.
- **Encourage Pre-Bookings** – Offer a calendar link for scheduled meetings.
- **Use Engaging Content Formats** – Video teasers, countdown posts, and interactive Q&As work best.

»»»»» **POWER UP** »»»»»

PR & TRADE MEDIA: GET FEATURED BEFORE SALTEX

Want media coverage? Here's how to secure it before the event:

- **Work with the SALTEX PR Team** – We can help amplify your story.
- **Submit press releases** about your latest innovations, product launches, or event exclusives.
- **Reach out to industry journalists** covering SALTEX—many publications have pre-show previews.
- **Consider advertising** in trade magazines and online industry news sites.



EXHIBITOR PROMOTIONS & INCENTIVES: DRIVE VISITORS TO YOUR STAND

- **Run a Pre-Show Giveaway** – Offer visitors a reason to stop by your stand (e.g., exclusive product demos, prize draws).
- **Send VIP Invitations** – Make your key clients feel valued with a personalised invite.
- **Create a Show-Only Offer** – Announce **limited-time discounts** or promotions available only at SALTEX.

READY TO POWER UP YOUR PRESENCE?

Take advantage of **SALTEX's pre-show marketing opportunities** to ensure your stand is **the place to be at SALTEX 2025**.

Secure your SALTEX E-Newsletter feature, PR coverage, and social media promotions today!

POWER UP YOUR PERFORMANCE at SALTEX 2025!