



12 & 13 NOV 2025 | NEC BIRMINGHAM

# POWER UP YOUR PRESENCE

## SALTEX 2025: EXHIBITOR SUCCESS CHECKLIST

Exhibiting at **SALTEX 2025** is your opportunity to connect, showcase, and sell. Make sure you're getting the most from the event with these top exhibitor tips – before, during, and after the show.

POWERED BY



GROUND  
MANAGEMENT  
ASSOCIATION

## PRE-SHOW PREP: SETTING THE STAGE FOR SUCCESS

### ✓ Mix Up Your Stand Team

Your stand staff are the face of your brand. Whether you're bringing internal experts or promotional staff, ensure everyone is **fully prepped on your key messages, products, and FAQs**. Don't just rely on sales teams – showcasing **technical specialists or product developers** can provide valuable insights to visitors.

### ✓ Set Measurable Objectives

What does success look like for your business at SALTEX? Set clear, quantifiable goals:

- Generate X leads
- Book X meetings with decision-makers
- Build brand awareness through social media and PR
- Drive engagement with a product demo or giveaway
- Share these goals with your team to ensure everyone is aligned.

### ✓ Use SALTEX Marketing Tools

Take advantage of **SALTEX's marketing support, including Gleanin, social media promotions, and newsletters** to drive traffic to your stand. Work with SALTEX to promote your product launches and innovations.

### ✓ Engage Your Audience Before the Event

- **Be social:** Follow and engage with potential visitors on LinkedIn and X (Twitter) before the event.
- **Personalize communications:** Tailor your emails and messages for customers vs. new prospects.
- **Create buzz:** Offer incentives such as exclusive **product previews, live demos, or competitions**.





## PRE-SHOW PREP: SETTING THE STAGE FOR SUCCESS

### ✓ **Brief Your Team Daily**

Ensure your team is:

- Clear on their roles and responsibilities.
- Trained in how to capture and qualify leads.
- Ready to **engage confidently** with visitors.

### ✓ **Be Socially Savvy**

- Post updates using **#SALTEX2025** and tag attendees.
- Share live content – behind-the-scenes, demos, and visitor reactions.
- Encourage visitors to share their experience at your stand.

### ✓ **Engage & Capture Leads Efficiently**

- Use **QR codes, digital lead capture tools, or business card scanners** to track contacts.
- Focus on quality over quantity – qualify leads on the spot to prioritise follow-ups.

### ✓ **Don't Miss Opportunities**

- Network beyond your stand – **meet industry leaders, potential partners, and press contacts.**
- Attend speaker sessions, networking events, and demos to stay ahead of industry trends.

### ✓ **Exhibitor Games and Demonstrations**

- Showcase your products in action and engage more visitors on the show floor, by running a demonstration to attract more traffic to your stand.
- Be part of the Arcade at SALTEX - from remote-control mowers to quickfire challenges, it's all about creating memorable moments for visitors.
- If you're planning to include a game or activity on your stand or have something that could be featured in The Arcade, please let us know at [saltex@thegma.org.uk](mailto:saltex@thegma.org.uk).



## POST-SHOW: TURN CONNECTIONS INTO CONVERSIONS

### ✓ Say Thank You & Follow Up Quickly

- **Email all visitors** with a thank-you message and key takeaways from the event.
- Post on social media about your experience, making those who missed out feel the FOMO.

### ✓ Persistence Pays Off

- **80% of sales happen between the 5th and 12th follow-up.** Keep engaging with leads post-show.
- Follow up through **emails, calls, and LinkedIn messages** – don't give up after one attempt!

### ✓ Review & Plan for Next Year

- **Analyse your performance against your goals.** What worked well? What can be improved?
- Gather feedback from your team and adjust your strategy for **SALTEX 2026**.
- Secure your spot early to get a prime stand location.



## MAXIMISE YOUR SUCCESS AT SALTEX 2025

By following these key steps, you can **Power Up Your Presence, engage your audience, and convert leads into long-term business.**

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