

EUROPE'S LARGEST FREE
GROUNDS MANAGEMENT EXHIBITION.
SINCE 1938.

30 & 31 OCTOBER 2024
THE NEC, BIRMINGHAM



SALTEX

SPORTS AMENITIES LANDSCAPING TURF EXHIBITION

POWERED BY



GROUNDS
MANAGEMENT
ASSOCIATION

[SALTEX.ORG.UK](https://www.saltext.org.uk)



A trusted industry event that consistently delivers business growth.

Welcome to SALTEX - the sports, amenities, landscaping, and turf exhibition.

SALTEX is a landmark global event for the grounds industry. It is Europe's largest free grounds management show and one of the longest running industry trade shows in the UK.

Investing in a show that consistently delivers is crucial. Since 1938, SALTEX has successfully delivered the platform for gaining high-quality business leads from strong visitor numbers, as well as providing the perfect opportunity for networking and entertaining existing customers.

Grounds Management Association

SALTEX is owned and operated by the Grounds Management Association (GMA), a not-for-profit membership organisation and the UK's leading industry body for the sports turf and grounds care sector.

Established in 1934, the GMA promotes and protects the interests of professional and volunteer grounds people who make sport possible by keeping green spaces and playing surfaces safe, accessible, and sustainable across educational establishments, community facilities, and sports clubs at grassroots, amateur, and professional levels.

All profits generated by SALTEX are ploughed back into the industry, supporting the delivery of specialist training, education and membership services provided by the GMA.

Supported by





SALTEX 2023 in numbers



7,900+
attendees



1.7M
social impressions



5.7M
estimated PR reach



470K
emails delivered



85%
of exhibitors said they
achieved most of
their objectives



61%
of exhibitors were satisfied
with leads generated



90%
of visitors said
visiting SALTEX was
important to them



64%
visited to source new
products or services'

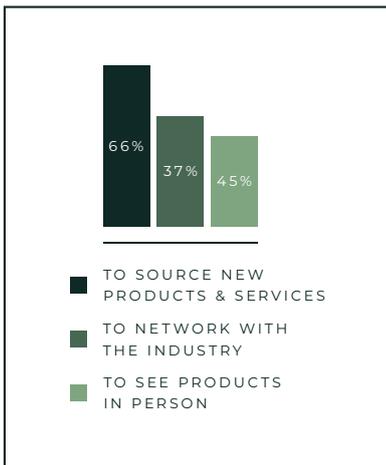


51%
of visitors were
management level
or above

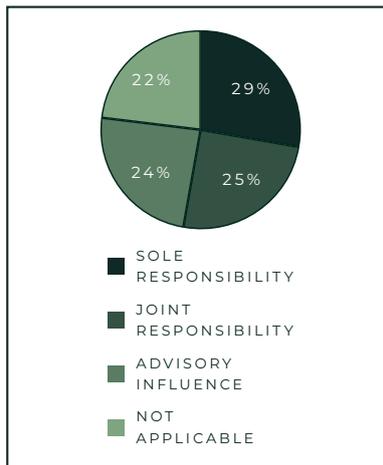


49%
placed an order
at SALTEX

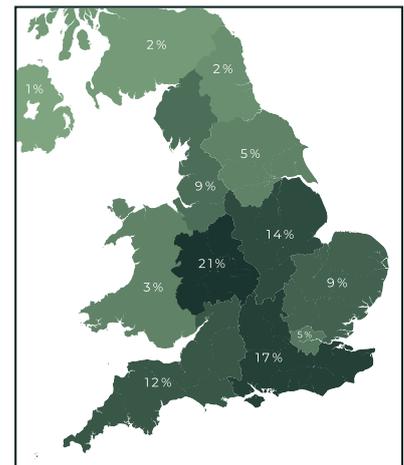
TOP 3 REASONS
FOR VISITING



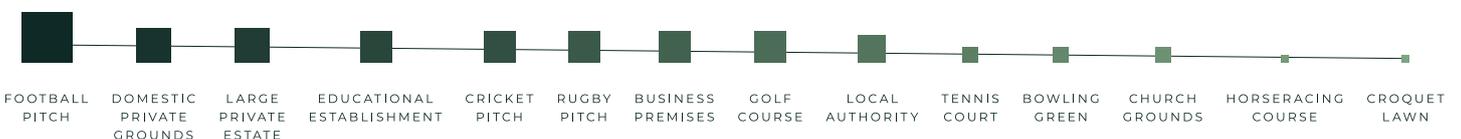
VISITOR PURCHASING
RESPONSIBILITY



UK REGIONAL BREAKDOWN
OF ATTENDEES



TYPES OF GROUNDS MANAGED





SALTEX 2024 Features

Learning LIVE

Learning LIVE brings together the **biggest names in the industry** to provide advice, insight, and real solutions to key issues that the grounds management industry faces. These **well-attended sessions** are a highlight for many visitors. There are a **limited number of sponsored panel sessions** available, giving you the opportunity to give your brand a voice in front of key decision makers. Find out more information on [page 8](#).



The Clubhouse

The Clubhouse is the ideal place for attendees to **relax, refresh and connect** at SALTEX. We know how important it is to catch up with **existing customers**, chat with **prospective clients**, and to **build your network** with like-minded people right in the middle of the action on the SALTEX show floor.

Find out more about exclusive sponsorship opportunities in this busy networking space.



Community Sport Zone

The Community Sport Zone is a dedicated zone for **volunteer and community sport** grounds staff that showcases a range of grass pitch maintenance machinery relevant to grassroots and community football, rugby union, and rugby league clubs - all of which can be **purchased through funding schemes**.

An **exclusive opportunity** for SALTEX exhibitors to get involved with, the Community Sport Zone will ensure your brand is in front of the right people and will form part of a display featuring frequently recommended equipment based on the GMA's Regional Pitch Advisors' grass pitch reports.



GMA Hub

A space **dedicated to GMA activity**, attendees can speak with the GMA's Learning Team to discuss **training and education options**; catch up with representatives from the GMA's Pitch Advisory Service and sport's National Governing Bodies to receive **guidance on funding**; get under the skin of **common turfgrass problems** by speaking to soil science experts; discuss **membership options** with the GMA's Membership Team; and engage with the GMA's **Young Board** of Directors.





EXHIBITING OPPORTUNITIES AT #SALTEX2024

We know the importance of **maximising customer revenue** during the event and aim to place your objectives at the core of SALTEX 2024.

Our first-class pre-show marketing campaign, using our **industry-leading database**, will ensure a show that provides **quality lead generation**.

For any company that is serious about engaging with the grounds industry, SALTEX is a **must-attend event**.

Space Only Packages



This option provides for unlimited flexibility, customisation, and maximum impact. You can appoint your own stand builder and create a stand that suits your budget and requirements.

- Floor space only, ready for you to design and build your own custom stand
- Basic stand cleaning
- A basic listing in the SALTEX digital exhibitor list and other SALTEX promotional material
- Access to a wide range of sponsorship, promotional and event opportunities throughout the year and during the show

Shell Scheme Packages



The ready-to-use stand is ideal if you need a quick turnaround upon arrival. Walls, carpet, power, and spotlights are all included in your package, creating the ideal starting point if time is of the essence.

- Standard white shell scheme walls (2.5m high)
- Company name and stand number on the fascia panel
- Grey carpet tiles
- Two LED spotlights and one 500-watt power socket
- Basic stand cleaning
- A basic listing in the SALTEX digital exhibitor list and other SALTEX promotional material
- Access to a wide range of sponsorship, promotional and event opportunities throughout the year and during the show



PRE-SHOW OPPORTUNITIES AT #SALTEX2024

Take advantage of our exciting pre-show opportunities to maximise your reach and connect with key decision-makers before the event even begins.

SALTEX Newsletter

Dominate the turf management market with SALTEX Newsletters. Target key decision-makers with the NEW SALTEX Newsletter series! Get involved in the eight newsletters leading up to the event, reaching the show's expansive database.

Limited, high-impact opportunities:

- Maximise your exposure at SALTEX 2024 by featuring in one of our monthly newsletters and dominate the market.
- Stand out from the competition: Only **four banner ad** spots are available per issue. Enhance your brand further by securing a **premium advertorial alongside the ad** – subject to availability.

Issue Dates:

- 28th May
- 24th June
- 29th July
- 26th August
- 30th September
- 28th October
- 31st October

Limited space available! Act fast to secure your spot in the SALTEX Newsletters today. If you are interested in additional sponsorship opportunities, please contact our sales team.



LIMITED AVAILABILITY

SHARE YOUR NEWS HERE!



PRE-SHOW OPPORTUNITIES AT #SALTEX2024

Take advantage of our exciting pre-show opportunities to maximise your reach and connect with key decision-makers before the event even begins.

SALTEX Webinar

Showcase your expertise, generate leads, and position yourself as a leader with SALTEX Webinars! Reach a targeted audience of highly interested industry decision-makers actively seeking solutions.

What do you get?

- **Pre-Webinar Marketing Boost:** A dedicated marketing campaign through SALTEX social media and email channels in the run up to your webinar.
- **Professional Hosting:** Each webinar will be compered by a professional host to ensure a smooth and engaging experience for attendees.
- **Branded Experience:** Your company's logo and branding will be prominently featured throughout the webinar.
- **On-Demand Access:** Expand your reach! The webinar will be recorded and made available on-demand for those who can't attend live.

Don't miss this opportunity to become a frontrunner in the turf management industry. Contact the SALTEX sales team today to secure your webinar spot!

Benefits of having a SALTEX Webinar:

- **Lead the Conversation:** Engage directly with key decision-makers in real-time, fostering valuable connections.
- **Demonstrate Expertise:** Deliver insightful presentations to showcase your knowledge and thought leadership.
- **Capture Leads:** Collect attendee details to nurture them into potential customers.
- **Build Brand Awareness:** Generate pre-show buzz for your presence at SALTEX.



LIMITED AVAILABILITY



SPEAKING OPPORTUNITIES AT #SALTEX2024

Innovate and inspire at Learning LIVE. 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

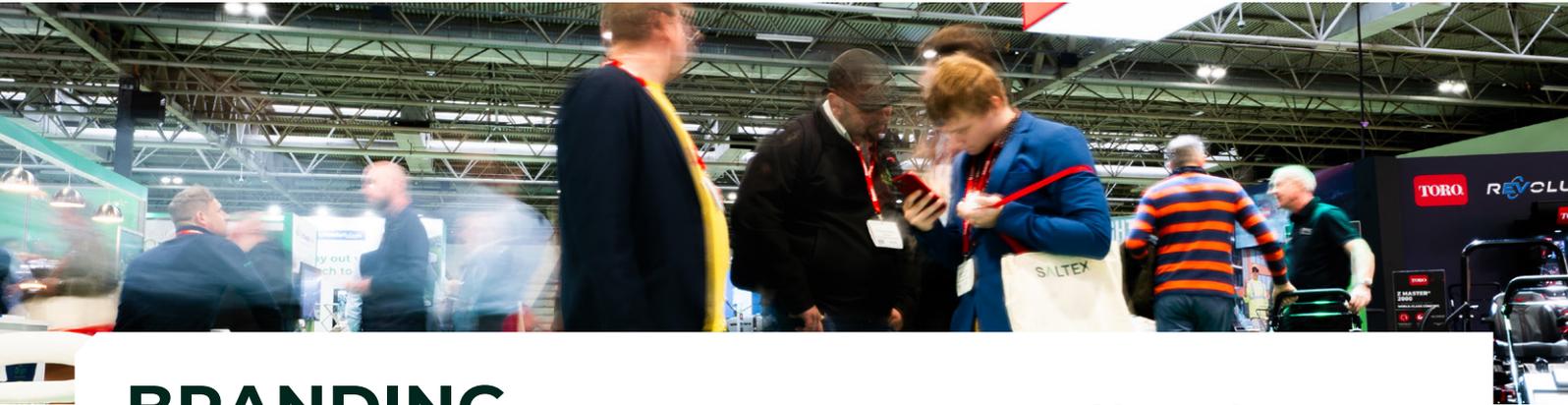
Sponsored Theatre Session



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

LIMITED AVAILABILITY



BRANDING OPPORTUNITIES AT #SALTEX2024

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

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



BRANDING OPPORTUNITIES AT #SALTEX2024

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

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



GROUNDS
MANAGEMENT
ASSOCIATION

BRANDING OPPORTUNITIES AT #SALTEX2024

SALTEX provides a wealth of opportunities for pertinent brand exposure.

Floor Stickers



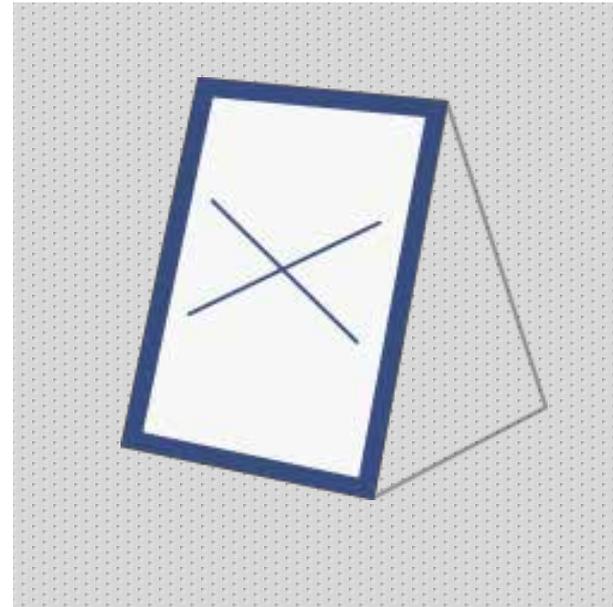
Guide attendees to your stand or occupy a high traffic area with floor stickers, including your logo and stand number. Work with the SALTEX team to agree the placement of the stickers

- 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



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



**ENQUIRE NOW FOR
THE LATEST PRICE**



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



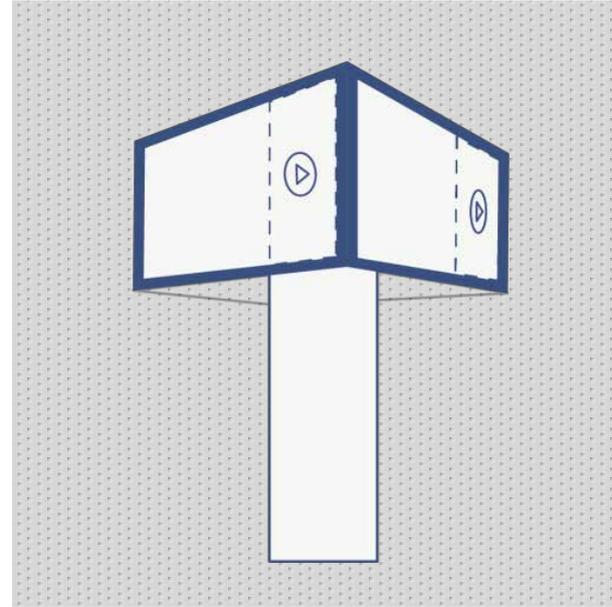
DISPLAY TIME
Duration of event



DURATION
10 seconds



**ENQUIRE NOW FOR
THE LATEST PRICE**



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



**ENQUIRE NOW FOR
THE LATEST PRICE**



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



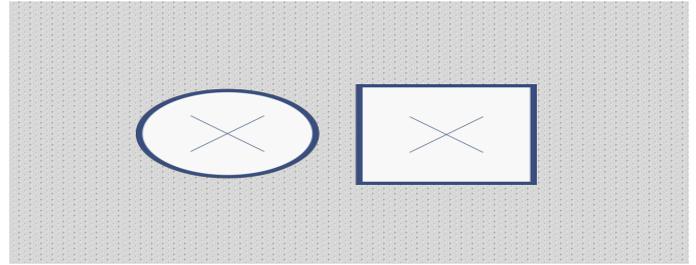
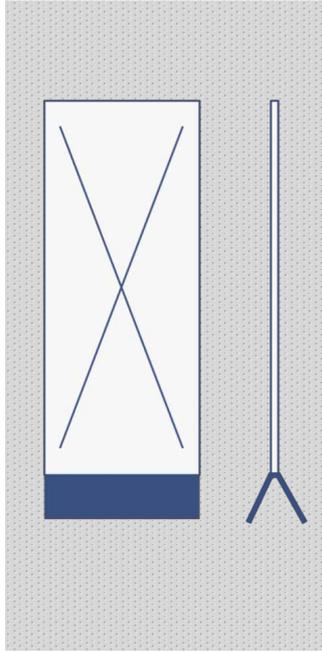
DURATION
10 seconds



DISPLAY TIME
Duration of event



**ENQUIRE NOW FOR
THE LATEST PRICE**



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



**ENQUIRE NOW FOR
THE LATEST PRICE**

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



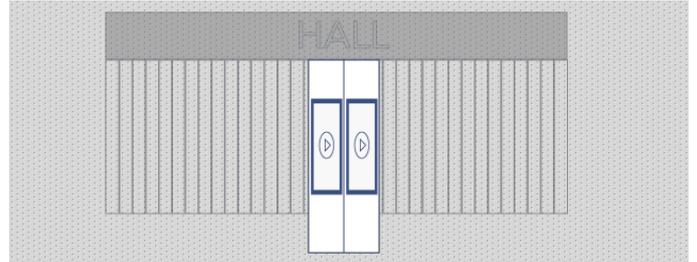
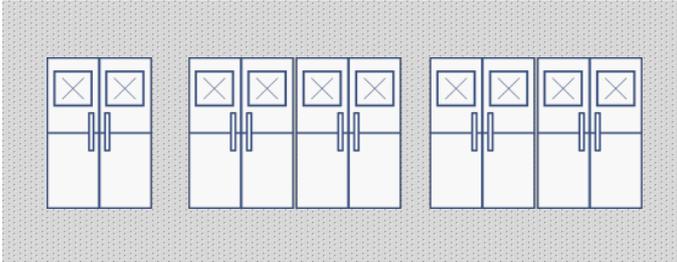
SIZE
1000(w) x 1000(h)mm



DISPLAY TIME
Duration of event



**ENQUIRE NOW FOR
THE LATEST PRICE**



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



ENQUIRE NOW FOR THE LATEST PRICE

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



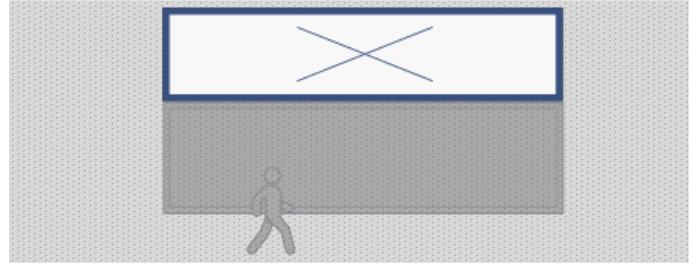
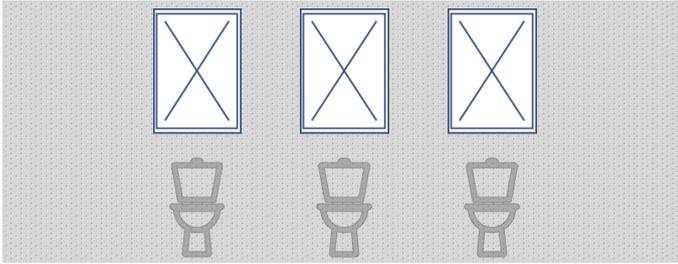
FREQUENCY
1:6 SOV



DISPLAY TIME
Duration of event



ENQUIRE NOW FOR THE LATEST PRICE



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



ENQUIRE NOW FOR THE LATEST PRICE

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



ENQUIRE NOW FOR THE LATEST PRICE