

## **JCB, Proludic and Wicksteed resign for IOG Saltex as visitor research confirms the show's buying power**

As world-class grounds care equipment manufacturer, JCB, and play equipment giants Proludic and Wicksteed join the 300 plus other exhibitors that have confirmed stand space at the IOG SALTEX 2006 open space, landscaping and grounds care management show (5-7 September, Windsor Racecourse), visitor research at last year's event has revealed that over three-quarters of visitors said the show influenced their purchasing decisions on annual spends of up to £500,000 - and that over half of visitors do not attend 'similar' events

This emphatically demonstrates the importance of IOG SALTEX annually to both the supplier and end user segments of the sports, amenity and estate management industries.

IOG SALTEX commissioned independent research from Vivid Interface who conducted more than 700 face-to-face interviews with visitors to the 2005 show at Windsor, where the attendance was 15,071 as audited by ABC.

"This is one of the largest pieces of research conducted in our industry and underscores the importance of IOG SALTEX to the annual purchasing and sourcing cycle in both the private and public sectors," said Geoff Webb, Chief Executive of the IOG.

The research shows that while 50 per cent of visitors (almost 7,500 people) work at board or management level, three-quarters of attendees – some 11,100 people – said they were involved in selecting, recommending or buying the products and services exhibited at the show. And 78 per cent of these visitors said that IOG SALTEX influenced their organisations' purchasing decisions or buying schedules.

Over a third of visitors were from organisations that spent over £500,000 each year on groundscare equipment, while 24 per cent of visitors spent more than £50,000 every year.

To put this into perspective, 13 per cent of visitors expected to spend between £50,000 and £500,000 with IOG SALTEX exhibitors, and 28 per cent forecast spends of up to £50,000.

Nearly half of the visitors with purchasing influence said they were likely to ask for a quote as a result of visiting the show, while 34 per cent would request a sales visit and 71 per cent would take away sales literature.

And 57 per cent of visitors – some 8,500 people – said they had not visited any 'similar' show, so IOG SALTEX is regarded by them as a unique opportunity to see relevant exhibitors together.

A high percentage – 82 per cent, in fact - went to the show to look for new ideas, and 54 per cent went to learn about what's new. Half of the visitors also went to IOG SALTEX to see working demonstrations of equipment and machinery, and 42 per cent said they went "because it is a good opportunity to see everything in one place".

Indeed, 86 per cent of visitors said it is important to be able to see equipment working in an outdoor environment – an aspect rated as "very important" by 54 per cent.

The research not only illustrates IOG SALTEX's ability to every year attract the decision-makers to Windsor Racecourse, but it also reinforces the need for the annual show as the only place to keep users completely up-to-date with the technologies and tools that will help them on a day-to-day basis. • Following its 66-year tradition, IOG SALTEX 2005 will again embrace fine turf and sports surfaces, turf maintenance equipment, children's outdoor play and safety surfacing, contractors, commercial vehicles, outdoor leisure and facilities management and software as well as security equipment. The show is attended by open space management professionals and contractors – from groundsmen and greenkeepers through to play officers, architects, designers and surveyors as well as local authority and leisure facility managers.

Log onto [www.iogsaltex.co.uk](http://www.iogsaltex.co.uk) or call 020 8232 1600 for more information.