

## **IOG Saltex Exhibitors Sign Up In Numbers For Next Year's Event**

With exhibitors like Wicksteed Leisure taking orders totalling six figures at this year's IOG SALTEX show, it is no surprise that over 80 per cent of stand space is already booked for next year's event on 4-6 September 2007 at Windsor Racecourse.

Included in the 300 plus signed-up companies representing all aspects of open space management – including outdoor play/leisure, safety surfacing, landscaping, commercial vehicles and facilities management, as well as software - are leading machinery suppliers Caterpillar/Finning, Charterhouse, DJ Turfcare, John Deere, EP Barrus, Etesia, Hayter, Kubota, Massey-Ferguson, Ransomes Jacobsen, SISIS, Trilo and Toro, thus reinforcing the show's continuing focus on turf care and related matters.

The show organisers are already busy developing plans for an even bigger and better event in 2007, with additional special feature areas to build on the success of the World of Arb, the inflatable football pitch and UK Landscape Skills finals held this year, as well as an unrivalled education programme that together with the hundreds of product displays attracted almost 13,000 open space professionals to the three-day event.

Likewise, many exhibitors are already thinking about the new products they will be developing for launch at the show – a strategy that consistently pays dividends.

For example, Wicksteed Leisure regularly announces new products at IOG SALTEX, and this year's launch of the Matrix and Mystical World play systems attracted much attention – so much so that Carmarthenshire County Council ordered the Mystical World junior multi-play unit displayed at Windsor, bringing Wicksteed's total show order book to around £106,000.

Autoguide Equipment described this year's show as one of its most successful ever. With the launch of its Turf Trooper triple mower, major dealers throughout the country were, says Autoguide, impressed by the product and several on-the-spot orders were placed.

And while James Cotton of CMO Handheld Software says that, as a result of IOG SALTEX, "we have sold our handheld inspection and compliance management solution to many local councils and service providers", Terry Rowlands,

managing director of Muck-Truck, said: "We received excellent feedback from visitors to our demonstrations, resulting in an increased number of orders compared to last year." Finally, as a direct result of visiting the show, engineer and innovator Frank Moore donated equipment valued at over £20,000, plus research and development knowledge, to Myerscough College's Sportsturf and Mechanisation department.

With the remit of appealing to the complete open space industry, IOG SALTEX regards as invaluable the ongoing support it receives from various organisations, including the Association of Play Industries (API), the Arboricultural Association, the British Association of Landscape Industries (BALI) and the Sports and Play Construction Association (SAPCA). It continues to work in close collaboration with these organisations and numerous other sector teams to ensure IOG SALTEX remains the open space industry's flagship show.

Next year's IOG SALTEX will again embrace fine turf and sports surfaces, turf maintenance equipment, children's outdoor play and safety surfacing, landscaping, contractors, commercial vehicles, outdoor leisure and facilities management, as well as software and 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 outdoor leisure facility managers. Log onto [www.iogsaltext.co.uk](http://www.iogsaltext.co.uk) or call 020 8232 1600 for more information.