



IOG Press Release

IOG SALTEX APPOINTS BRINTEX FOR SALES AND MARKETING

IOG SALTEX, Europe's leading show for the open space profession, has appointed independent exhibition organiser Brintex to manage the sales and marketing of IOG SALTEX from the 2013 event, with Jon Gibson as Event Director.

"IOG SALTEX enjoys an undisputed leading position in the grounds care and open space marketplace," says Jon. "One of my missions will be to not only reinforce but also capitalise on the considerable importance and influence of this ever-expanding industry."

"At the same time, we will continue to ensure that IOG SALTEX offers value-for-money to exhibitors and remains the not-to-be-missed annual showcase of emerging developments and techniques that impact visitors from across the complete spectrum."

Current IOG SALTEX Sales Director Clare Johnson and her team at Pilot Navigation are continuing to handle this year's event (Windsor, September 4-6) as well as their involvement with this year's IOG Industry Awards and Sports Turf Conference (York Racecourse, December).

The development, which has been arrived at by mutual consent, will allow Pilot to concentrate on events that it wholly-owns or is evolving via partnerships.

Brintex has almost 50 years' experience in organising trade fairs and exhibitions, and Managing Director Malcolm Taylor says: "I have visited IOG SALTEX on many occasions over the last 20 years as it is an outstanding event for the grounds care, outdoor leisure and amenity sectors, and I am delighted that Brintex is now being given the opportunity to work with the IOG to develop the event further."

Event Director Jon Gibson worked on IOG SALTEX from 1994 to 1999, when he oversaw a period of significant growth in both exhibitor and visitor numbers. Since then he has gone on to acquire vast experience in the events business both in the UK and overseas, and in a wide range of business sectors.

Commenting, IOG Chief Executive Geoff Webb states: "I thank Clare and her team for seven years' dedicated service during a period of difficult market conditions – the Pilot team has certainly helped keep IOG SALTEX as a major event while many other trade shows have floundered

"I wish her well with her new plans and I now look forward to a similarly successful relationship with Brintex, one of the UK's largest independent exhibition organisers, and to the continued success of IOG SALTEX, the industry's flagship event."

IOG SALTEX 2012 (www.iogsaltex.co.uk) will be held on September 4-6 at Windsor Racecourse, Berks, and will 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.

With compliments:

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About IOG SALTEX

Organised by The Institute of Groundsmanship, the first IOG exhibition was staged in 1938, the forerunner to today's IOG SALTEX Sports, Amenity & Landscape Trade Exhibition. Held annually at Windsor Racecourse, IOG SALTEX is the annual extravaganza for everyone who cares for and/or manages open spaces – including groundsmen, greenkeepers, contractors, local authority and leisure facility managers. The Institute of Groundsmanship (IOG) is the leading membership organisation representing grounds managers, groundsmen, grounds maintenance managers, greenkeepers and all others involved

in the management of sports pitches, landscape and amenity facilities in the UK. As well as maintaining the IOG Performance Quality Standards and providing a consultancy service for sports grounds, lawn maintenance and amenity horticulture, the IOG's extensive Training and Education programme includes cricket, football, tennis, horseracing, bowls, artificial surfaces, turf science and many other specialist subjects. For more information visit www.iog.org

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