

# BRITISH Pig & Poultry

FAIR 15-16 May 24

NEC, Birmingham Partnered by ABN



# EXHIBITOR REBOOKING INFORMATION

We are delighted to be offering loyal Fair exhibitors first choice of stand locations on the new 2024 floor plan. In addition, all 2022 exhibitors will be entitled to the highly preferential rebooking stand rates, available until May 2023.

The 2024 Fair will continue to be the event you know and love in a new home at the NEC, Birmingham.

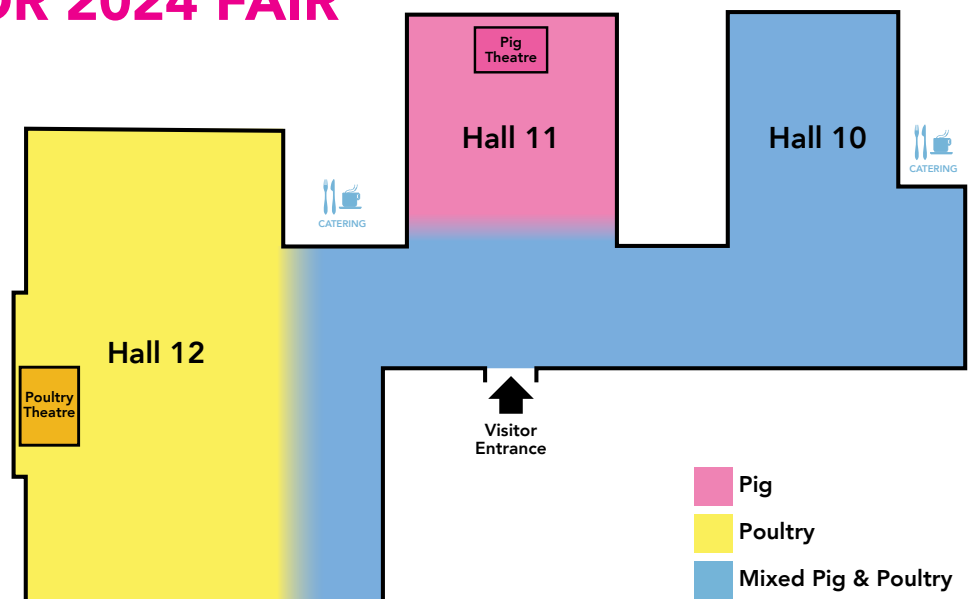
- The only **dedicated** event for the pig, poultry and egg sectors
- **Free to attend** for all visitors
- Focuses on the **issues that matter** for the UK industries
- **Valued by farmers** who want to improve their businesses
- Supported by the **leading industry bodies**



Click picture to play video

## NEW LAYOUT FOR 2024 FAIR

The Fair will be located in halls 10, 11 and 12 at the NEC, providing large, modern and well-connected exhibition space. This free-flowing event layout will be divided into pig, poultry and mixed species zones. In each area there will be a wide range of stand sizes and orientations to suit all your exhibiting needs.



Over 97% of exhibitors met their objectives at the 2022 Fair proving it really delivers for the sectors.

# THE FAIR IS THE PLACE TO DO BUSINESS

- **Works for exhibitors: 97%** of 2022 exhibitors met most or **all of their objectives**
- **Generates orders: 88%** rated the Fair as very important or important for generating orders
- **Quality audience: 95%** saw the **right visitors**
- **Find new customers: 96%** exhibit to **meet new customers**
- **Talk to existing customers: 96%** rated the Fair as very important or important for **engaging with current customers**

## NEXT STEPS TO BOOK YOUR 2024 STAND:

- 1 **Tell us what stand area/dimensions you would ideally like for 2024**
- 2 **Identify which zone you would prefer to be in – poultry, pig or mixed**
- 3 **Tell us about any special requests for your stand**

To get first choice on 2024 stand locations tell us your preferences by 1st February 2023 via e-mail to [pigpoultry@rase.org.uk](mailto:pigpoultry@rase.org.uk)



**As a loyal exhibitor you can benefit from the early booking rate.**

STAND PRICES FOR 2024		REBOOKING RATE PER M <sup>2</sup> <i>*2022 exhibitors only booking by May 2023*</i>	Headline rate per m <sup>2</sup>
Stand type	Description		
Clear floor space under 60m <sup>2</sup>	Space only up to 60m <sup>2</sup>	<b>£64.15</b>	<b>£73.40</b>
Clear floor space over 60m <sup>2</sup>	Space only over 60m <sup>2</sup>	<b>£54.53</b>	-
Modular unit	Space, shell scheme walls, carpet, name board, lights & 500w socket	<b>£134.85</b>	<b>£151.75</b>

All prices exclude VAT.

If you have any questions or would like to talk to us, please do not hesitate to get in touch with Alice or Kate on **02477 351 045** or e-mail us at [pigpoultry@rase.org.uk](mailto:pigpoultry@rase.org.uk)



The Pig & Poultry Fair is owned, organised and presented by the Royal Agricultural Society of England

