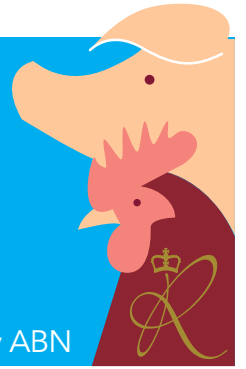


# BRITISH Pig & Poultry FAIR

15-16 May 24 **NEC, Birmingham**

Partnered by ABN



## THE PLACE TO DO BUSINESS

**STAND BOOKING NOW OPEN, CALL TO  
SECURE YOUR SPACE 02477 351 045**

The British Pig & Poultry Fair is the UK's leading industry event and an unrivalled opportunity to showcase your latest products and services to decision making pig and poultry visitors.

Moving to a new venue at the **NEC Birmingham**, the 2024 Fair will continue to be the innovative, forward thinking event the industry values, located in modern and well-connected exhibition facilities.

*"Very good event, saw a lot of customers and people across the two days."*

P D Hook (Hatcheries) Ltd



## THE FAIR IS **THE** PLACE TO DO BUSINESS

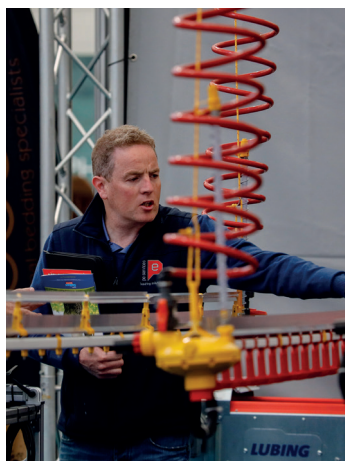
- **Delivers for exhibitors: 97%** of 2022 exhibitors met most or **all of their objectives**
- **Generates orders: 88%** rated the Fair as very important or important for generating orders
- **Quality audience: 95%** saw the **right visitors**
- **Find new customers: 96%** exhibit to **meet new customers**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

## THE FAIR WORKS

- The only **dedicated event** for the pig, poultry and egg sectors
- Focuses on the **issues that matter** for the UK industries
- **Valued by farmers** who want to improve their businesses
- **Free to attend** for all visitors
- Supported by the leading **industry bodies and publications**
- Visitors **make purchasing decisions** as a result of their visit

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

# Meet the decision makers you want to do business with



## JOIN US

Join over 330 exhibiting companies showcasing their products and services across:

- **Animal health**
- **Breeding & genetics**
- **Feed & nutrition**
- **Housing, ventilation & handling equipment**
- **Packaging, processing and marketing**
- **Business management and training**
- **Legislation**
- **Environmental impact**
- **Animal welfare**
- **Specialist business advice**
- **Renewable energy**

*"It's a very important date in our diary."*

L A Systems



## QUALITY AUDIENCE VALUES THE FAIR

- **7,584** visitors attended the 2022 Fair with three key priorities – to **see new products**, **speak to suppliers** and to **network**
- **77%** plan to make a purchase or are **considering a purchase** as a result of their visit
- **78%** plan to make **changes** to their business as a result of their visit
- **93%** of visitors rate their visit to the Fair as **good** or **excellent**

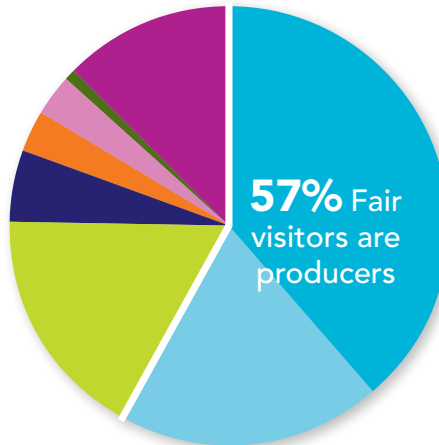


**88% of 2022 exhibitors plan to exhibit at the 2024 Fair.  
Don't miss out – book your stand now!**

## VISITOR PROFILE

### 2022 FAIR VISITORS

Poultry Farmer/Worker	38%
Pig Farmer/Worker	19%
Supplier/Trade	17%
Advisor	5%
Processor	3%
Student/Education/Vet	2%
Retailer	1%
Food Service	1%
Other	12%



### SPLIT OF FARMER VISITORS 2022



\* Data from 2022 Fair visitor registrations

## TECHNICAL FEATURES

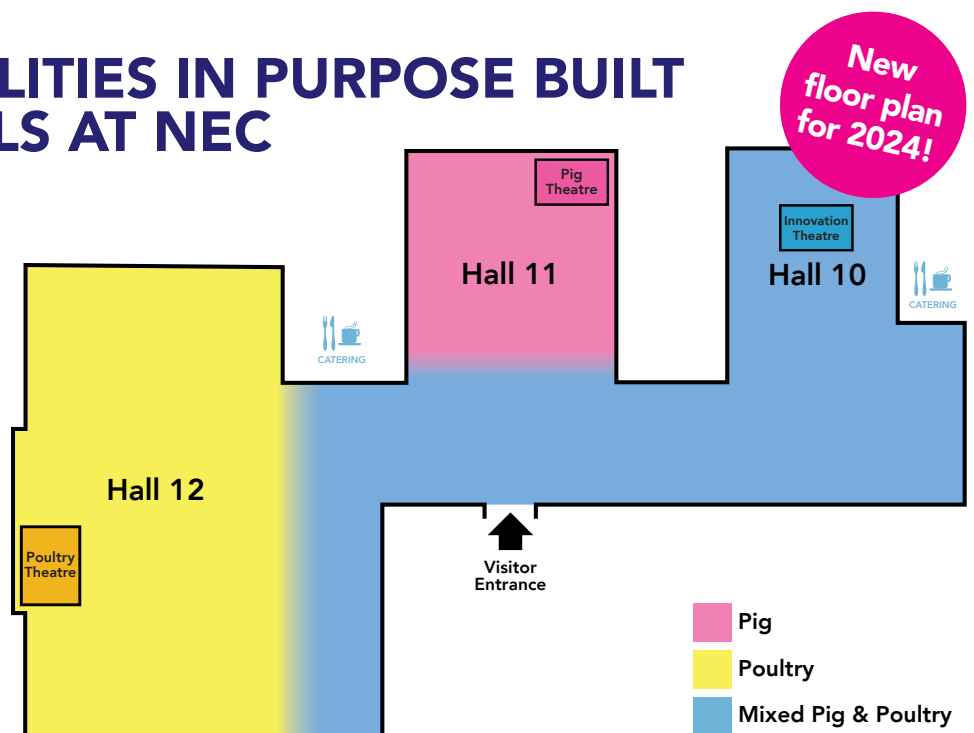
The Fair hosts two high profile forum theatres which focus on sector specific issues, ideas and innovations. Partnered with key industry organisations, these theatres provide producers with more opportunities to hear from the experts and encourage farmers to attend.



## EXCELLENT FACILITIES IN PURPOSE BUILT EXHIBITION HALLS AT NEC

The 2024 Fair will be located in halls 10, 11 and 12 at the NEC, providing large, modern and well-connected exhibition space. This new free-flowing event layout will be divided into pig, poultry and mixed species zones. In each area there are a wide range of stand sizes and orientations to suit all your exhibiting needs.

[Click here to watch a video of event halls.](#)



**Visit [www.pigandpoultry.org.uk](http://www.pigandpoultry.org.uk) or click here to see who exhibited in 2022.**

85% of exhibitors rated the Fair  
as 'good' or 'excellent'

## 2024 STAND OPTIONS AND PRICES

We have a wide range of stand sizes and orientations available to suit your company needs. From 3m x 3m stand spaces up to large island stands. We also offer a ready made modular stand package to make participating in the event even easier.

Stand type	Description	Headline rate per m <sup>2</sup>
Clear floor space	Inside clear floor space only	£73.40
Modular unit	Space, shell scheme walls, carpet, name board, lights & 500w socket	£151.75

All prices exclude VAT.

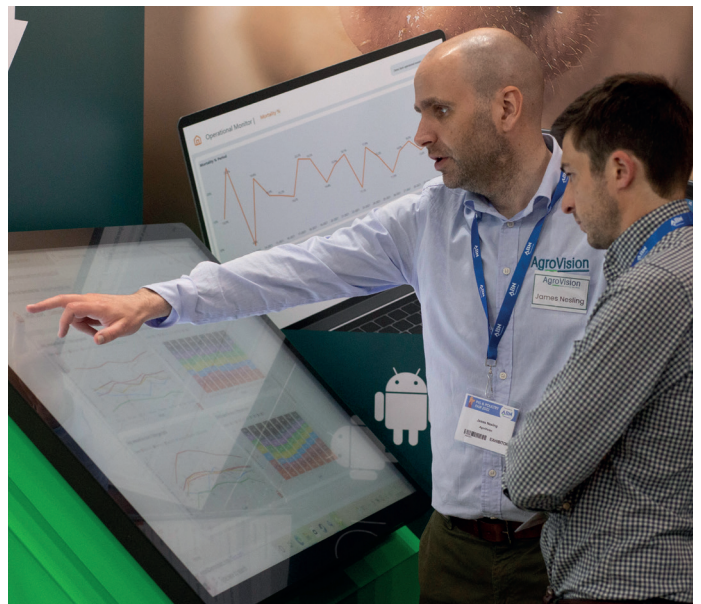
Call us on **02477 351 045** to discuss your requirements.

*"Very effective event to see lots of customers, prospects and allied industry partners."*

Cargill

## FAIR HELPS RAISE YOUR PROFILE

- **New product promotion** in the New Product Guide
- **Exhibitor listing** in the Fair Guide, handed out free to every visitor and published in Pig World and Poultry Business
- **Listing** on the Fair website
- Attended by **key industry press**
- **Advertising opportunities** available to promote your presence



**The Fair is the place to be to meet farmers and network across the industry. Don't miss out – it only takes place every two years!**

**Book your stand now. Call 02477 351 045  
or e-mail [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



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In association with



[www.pigpoultry.org.uk](http://www.pigpoultry.org.uk)