

# BRITISH Pig & Poultry FAIR

13-14 MAY 2026,  
NEC Birmingham

A RASE Event  
RASE

Partnered by ABN

The event to connect your products and services  
with decision-making pig and poultry visitors

#### ACHIEVES OBJECTIVES

**96%** met all  
or most of  
their objectives

#### QUALITY AUDIENCE

**94%** saw  
the  
right visitors

#### GENERATES ORDERS

**86%** of  
exhibitors  
say it is **important**  
for generating  
orders

#### TALK TO EXISTING CUSTOMERS

**96%** rated  
it as **very**  
important or  
important

#### MEET NEW CUSTOMERS

**97%** say it is  
very  
important or  
important for  
**engaging with**  
new customers

Stats taken from 2024 exhibitor post-event survey.





*"It was a very busy event, brilliant for catching up with existing customers and meeting potential customers. The venue was excellent."*

**INTERHATCH**



Engage face to face with the farmers you want to do business with

## Visitors value the Fair and attend to meet exhibitors

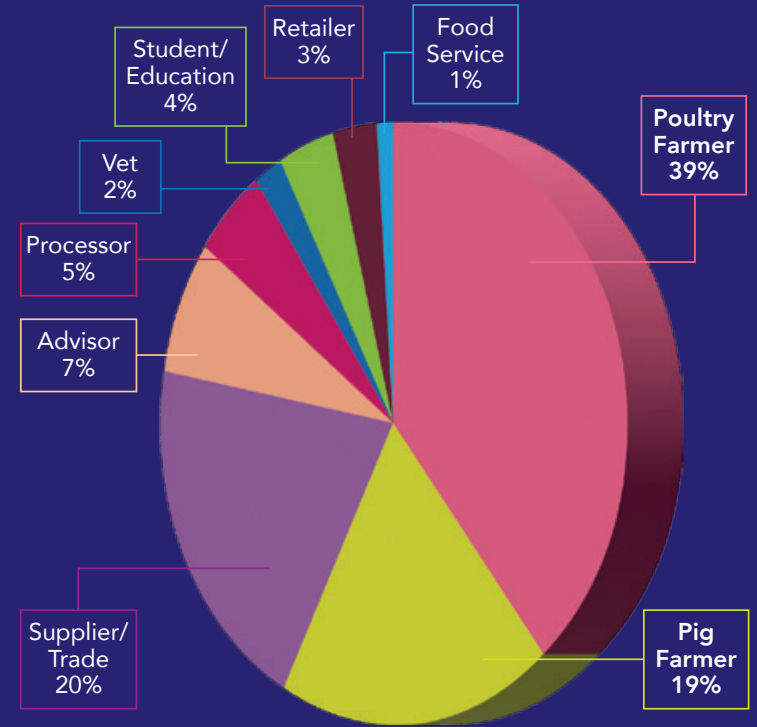
**8,321** visitors attended in 2024 – an increase of 9%

**92%** rated it as very valuable or valuable to their business

**77%** plan to make changes to their business as a result of their visit

**67%** plan to make a purchase or are considering a purchase as a result of their visit

## FAIR VISITOR PROFILE 2024



Taken from all visitor registrations

*"A great opportunity to meet new and existing clients, fantastic opportunity to network and advise on our products."*

**CEVA ANIMAL HEALTH**





*"It was a very productive two days for the business, the NEC and RASE team did an excellent job. The move to the NEC has raised the profile of the industry."*

**P.D. HOOK (HATCHERIES)**

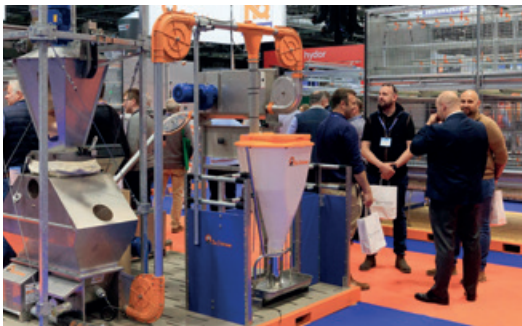


## Going from strength to strength

- **Visitor numbers rose to 8,321 in 2024** - an increase of 9%
- **More overseas visitors**, especially Irish visitors due to the proximity to Birmingham airport
- **More UK visitors from further afield**, assisted by the onsite rail connection at Birmingham International
- **Indoor trade stand space grew by 19%**
- **Three theatres welcomed 1,954 visitors to 45 forums**

For 2026 we will be building on the long running success of the Fair, continuing to be innovative, forward thinking and offering our visitors and exhibitors valuable face to face connections.

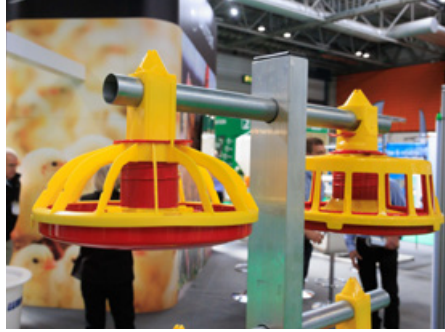
**78%** of visitors rated the NEC as a good or excellent venue for the Fair



*"Great mix of visitors to our stand - a great opportunity to showcase our products and provide a point of contact for sales."*

**NEWQUIP**





## The Fair is the place to get noticed

Visitors attend the Fair to see what is new and over 70 new products were on display at the 2024 Fair and featured in the New Products Guide.

Speaking and promotional opportunities can help get you noticed at the Fair and covered by the industry press.

*"A really worthwhile event, we met up with all our industry colleagues who we deal with on a B2B basis and so many new, and existing farmers who we deal with on a B2C basis. For the launch of our new FeedAlert product it was the perfect opportunity to demo the system. Fantastic new venue, we all thought it worked really well from a layout perspective and for transport links!"*  
**COLLINSON SILOS**







## What visitors like about the Fair

*"Wide variance of suppliers/traders. Perfect opportunity to catch up with the latest innovations."*

*"Meeting the whole industry once every 2 years."*

*"It was a great place to meet people in the sector face to face."*

*"Good spectrum of exhibitors and products on show."*

*"Easy to get there especially by train. Very spacious and clean."*

*"Meeting new people and seeing new products."*

*"Very interesting with the bits of technologies and other companies I never knew existed."*

Visitor comments taken from 2024 post-event visitor survey.



# Join us for the 2026 Fair – rebook your stand

WE OFFER THE VERY BEST STAND PRICES TO YOU, OUR 2024 EXHIBITORS

To demonstrate how important you, our loyal exhibitors are, we are offering you the very best possible rebooking stand rates, saving you over 15% on the 2026 prices. For those with larger stands, the saving rises to 24% for every metre over 60sqm.

The rebooking rate is ONLY available to 2024 exhibitors and will require you to have confirmed your stand space booking by July 2025, so now is the time to get planning!

| STAND PRICES FOR 2026                    |   | REBOOKING RATE PER M <sup>2</sup><br>*2024 exhibitors only booking by July 2025 | Headline rate per m <sup>2</sup> | Saving per m <sup>2</sup> | Loyal exhibitor saving on headline rate |
|--|---|---|----------------------------------|---------------------------|---|
| Stand type                               | Description   |   |                                  |                           |   |
| Clear floor space under 60m <sup>2</sup> | Space only up to 60m <sup>2</sup>                                   | £74   | £88                              | £14                       | 16%                                     |
| Clear floor space over 60m <sup>2</sup>  | Space only over 60m <sup>2</sup>                                    | £67   | -                                | £21                       | 24%                                     |
| Modular unit                             | Space, shell scheme walls, carpet, name board, lights & 500w socket | £155  | £182                             | £27                       | 15%                                     |

All prices exclude VAT.

*“Excellent Fair for meeting new and old customers.”*

JETWASH INTERNATIONAL

## NEW STAND OPTIONS FOR 2026

The Fair is successful because it offers visitors a wide range of exhibitors, products and services. For 2026 we will be offering new stand options and also entry level stands, ideal for new exhibitors, brands or products to ensure the Fair continues to be the go-to event for new ideas. More details coming soon.



**GET IN TOUCH NOW TO REBOOK YOUR STAND FOR 2026: 02477 351 045 [pigpoultry@rase.org.uk](mailto:pigpoultry@rase.org.uk)**

