

BRITISH Pig & Poultry FAIR

13-14 MAY 2026,
NEC Birmingham

A RASE Event
RASE

Partnered by ABN

THE PLACE TO DO BUSINESS

The event connecting you with decision-making pig and poultry visitors

ACHIEVES OBJECTIVES

96% met all
or most of
their objectives

Stats taken from 2024
exhibitor post-event survey.

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

BOOK YOUR STAND TODAY!



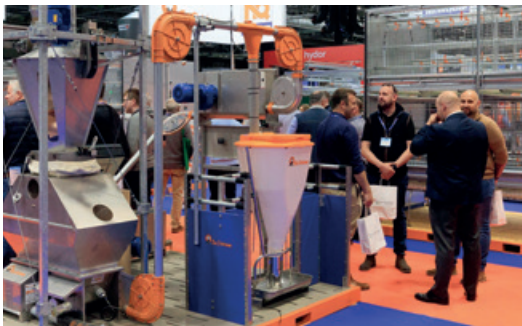


"It was a very productive two days for the business, the NEC and RASE team did an excellent job. The move to the NEC has raised the profile of the industry."

P.D. HOOK (HATCHERIES)

The leading UK event for the pig, poultry and egg sectors

- Hosts over **340 exhibitors**
- Occupies **20,000m²** premium indoor exhibition space
- Dedicated **pig and poultry zones**
- **New product guide** to showcase your latest launches
- **3 forum theatres** focusing **on the issues that matter**
- **Free to attend** for visitors
- Supported by **leading industry bodies** and **publications**



"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 an innovative and forward thinking event offering exhibitors and visitors valuable face to face connections.

96% met their objectives of exhibiting at the Fair





*"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

Meet the decision makers you want to do business with

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

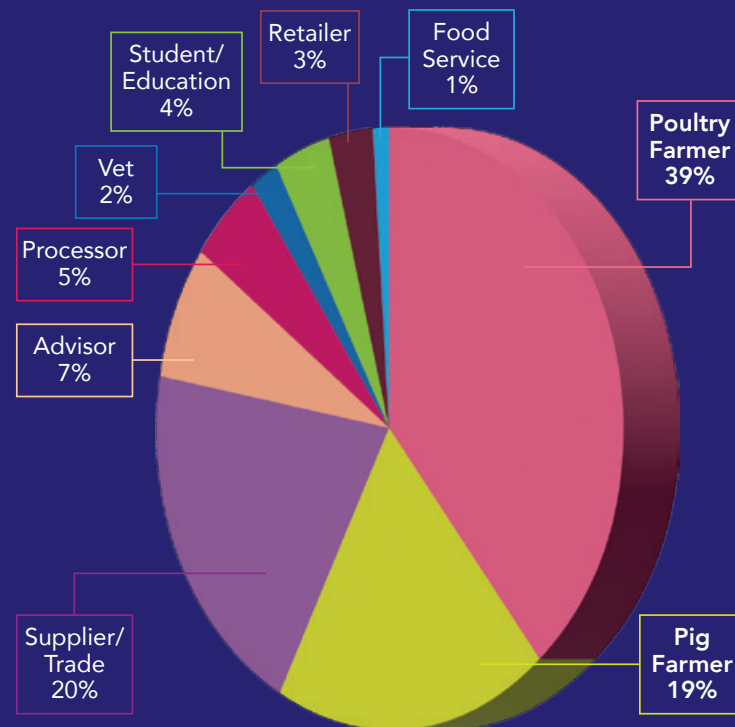
67% plan
to **make
a purchase** or
are considering
a purchase as a
result of their visit

Stats taken from 2024 visitor post-event survey.

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

CEVA ANIMAL HEALTH

FAIR VISITOR PROFILE 2024



Taken from all visitor registrations



The Fair is the place to get noticed – join over 340 exhibitors:

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

"A really worthwhile event for the launch of our new FeedAlert Product, it was the perfect opportunity to demo the system."

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.

BOOK YOUR STAND FOR THE 2026 FAIR, CALL 02477 351 045



Join us for the 2026 Fair – book your stand

The Fair is the place to be to meet farmers and network across the industry.

We offer a range of stand sizes to suit your needs and budget.

To discuss your requirements or to find out more, call us on 02477 351045.

Don't miss out – it only takes place every two years!

"Excellent Fair for meeting new and old customers."

JETWASH INTERNATIONAL

TOP CLASS VENUE

The 2026 Fair takes place in purpose-built exhibition halls 6 & 20 at the NEC. Centrally located and with excellent transport links, the Fair is within 3 hours travel time for 75% of the UK.

The Fair layout offers exhibitors the choice of species zones, along with a range of stand options and sizes to suit your needs.

STAND PRICES FOR 2026

Stand type	Description	Price per m ²
Clear floor space	Space only	£88
Modular unit	Space, shell scheme walls, carpet, name board, lights & 500w socket	£182

All prices exclude VAT.



GET IN TOUCH NOW TO BOOK YOUR STAND: 02477 351 045 pigpoultry@rase.org.uk