

WITH OVER 75% OF THE FAIR ALREADY BOOKED
CALL NOW TO RESERVE YOUR STAND SPACE



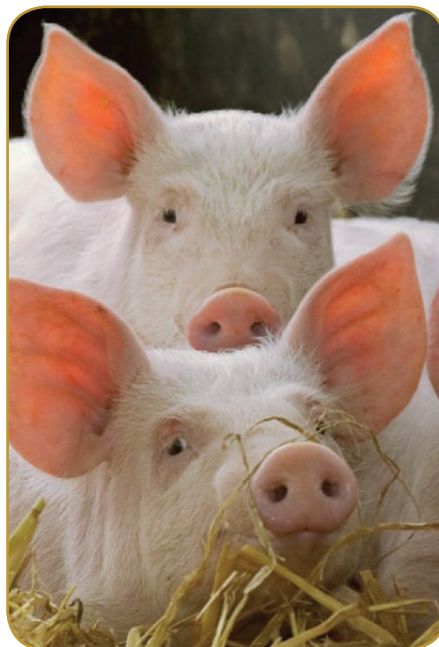
 **BRITISH
PIG & POULTRY
FAIR**
15-16 MAY 2012
Partnered by ABN

THE UK PIG & POULTRY BUSINESS EVENT
STONELEIGH PARK, WARWICKSHIRE



In association with

PIGWORLD
POULTRY
WORLD



Organised by Stoneleigh Park Ltd on behalf of

 ROYAL AGRICULTURAL
SOCIETY of ENGLAND



Partnered by

ABN

www.pigandpoultry.org.uk

'BRILLIANT RESPONSE, MANY MORE ENQUIRIES THAN EXPECTED' FOCUS CONSULTANTS

THE BRITISH PIG & POULTRY FAIR

The premier trade event dedicated to the UK pig and poultry industries.

Held at Stoneleigh Park in Warwickshire, the event attracts over 280 exhibitors and over 9,500 visitors.

The two day Fair offers a range of exhibiting options, from clear floor space to shell scheme stands plus outdoor exhibiting space, all offering a strong return on your investment.

EXHIBITORS

Over 280 exhibiting companies will be showcasing their products and services from a wide range of areas, including:

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



WHY EXHIBIT?

- Raise the profile of your company and products to a targeted audience
- Demonstrate products to producers
- Meet new customers and talk to existing customers
- Showcase new products
- Network with the industry
- Invite your customers to a free entry event.



2010 EXHIBITOR STATISTICS*

98% of exhibitors met most or all of their exhibiting objectives

98% of exhibitors saw the right visitors

92% of exhibitors rated the organisation of the Fair excellent or good.

SUPPORT BRITISH NEW FOR 2012



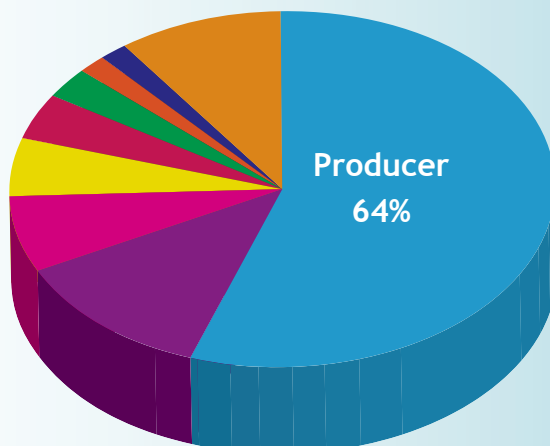
For 2012 the Fair will be promoting a campaign to encourage everyone in the sector to engage with consumers, raise awareness about the industry and encourage them to choose British when they shop.

**BOOK YOUR
SPACE NOW
CALL
02476 858284**

'GREAT OPPORTUNITY TO VIEW NEW PRODUCTS IN A CONSTANTLY EVOLVING INDUSTRY' 2010 VISITOR

2010 VISITOR PROFILE

Producer	64%
Supplier	14%
Advisor	8%
Retailer	6%
Processor	5%
Student	3%
Foodservice	2%
Vet	2%
Other	11%



THE PLACE FOR PRODUCERS:*

To do business

84% of visitors attended to gather information and advice, to network and to see new products

To invest

67% of visitors planned to make a purchase as a result of their visit

To network

24% of the visiting audience were 'industry professionals' - processor, retailer, advisor and supplier

To gather information

78% of visitors will definitely or maybe make changes to their business as a result of their visit to the Fair



84% OF 2010 FAIR VISITORS PLAN TO ATTEND THE 2012 EVENT

DEBATE, CHALLENGE, DISCUSS...

Bringing together a panel of leading figures from the industry, this year's headline debate will focus on some of the bigger issues currently facing the sector and ask how we engage with Europe to ensure the best possible outcome for British producers.

A full programme of topical forums and more practical workshops will run through the event and give visitors plenty of opportunity to engage with the experts.

CONNECTING THE SUPPLY CHAIN

Following the success of previous events the Fair will continue to reflect and engage with the broader supply chain to help the industry better understand the end consumer and their requirements when buying pig and poultry products.

‘WE WERE VERY HAPPY WITH THE FAIR AND WOULD LIKE TO DO IT AGAIN NEXT YEAR’ GOLDEN LIMITED

EXHIBITING OPTIONS & STAND RATES

STAND TYPE	2012 HEADLINE RATE
Indoor clear floor space	£43.25 per m ²
Outdoor open ground space	£25.30 per m ²
Modular unit (4m x 3m stand, includes walls, carpet, fascia board, socket & light strip)	£1,074.00 per unit

All prices quoted are exclusive of VAT.

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DELIVERING VISITORS

A targeted visitor marketing and press campaign including PR, advertising, direct mail and email campaigns will ensure the Fair delivers the leading pig and poultry producers and key industry professionals exhibitors want to see.

As an exhibitor you will be listed in the Fair catalogues. These are handed out free to every visitor, and also inserted into Pig World and Poultry World in the edition before the Fair. Exhibitors are also listed on the Fair web site www.pigandpoultry.org.uk

The Fair has a dedicated press relations agent who will be looking for exhibitor stories. If you are launching a new product or offering a unique new service make sure you let us know, as we can help publicise this for you leading up to the event.

PROMOTING YOUR PRESENCE AT THE FAIR

Exhibiting at the Fair is not just about the two event days. Exhibitors can take advantage of additional high profile opportunities available to them:

- Free fair promotional materials to send to your customers
- Advertising & branding opportunities - banners, posters etc
- Sponsorship opportunities
- Facilities for private functions, meetings, seminars (catering available)
- Media coverage
- Press launches.

*All visitor statistics are from 2010 visitor registration data and post event survey. Exhibitor statistics from post event exhibitor survey.

Exhibiting information:

Jo Illsley, Sales Executive
02476 858284 joi@stoneleighpark.com

Sponsorship and other event enquiries:

Kate Rider, Event Manager
02476 858298 kater@stoneleighpark.com

The British Pig & Poultry Fair, Stoneleigh Park Ltd, Stoneleigh Park, Warwickshire CV8 2LZ
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STONELEIGH EVENTS

Stoneleigh Park spans 800 acres of picturesque Warwickshire countryside, caters for up to 40,000 event visitors per day, and is one of the UK's longest established conferencing and event venues.

Further information on Stoneleigh Park is available at www.stoneleighpark.com

The British Pig & Poultry Fair is proudly presented by Stoneleigh Park Ltd on behalf of the Royal Agricultural Society of England and partnered by ABN, in association with Pig World and Poultry World.