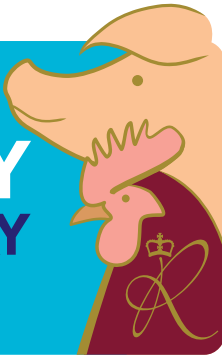


# BRITISH PIG & POULTRY FAIR 2018 15-16 MAY

STONELEIGH, WARWICKSHIRE  
PARTNERED BY ABN



## BOOK EARLY TO SAVE MONEY

Rebook your 2016 stand by  
15 September to secure your  
stand location and benefit  
from the early booking rate.

Over 92% of visitors and exhibitors rated the 2016 Fair as 'good or excellent' proving it really delivers for the sectors.

## THE PLACE TO DO BUSINESS

- **Works for exhibitors – 92%** of 2016 exhibitors met all or most of their objectives
- **Generates orders – 88%** rated the Fair as very important or important for generating orders
- **Quality audience – 92%** saw the right visitors
- **Find new customers – 87%** exhibit to talk to new customers
- **Meet existing customers – 82%** exhibit to engage with existing 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
- Partnered by the **leading industry publications**
- Supported by **industry bodies**
- Visitors **make purchasing decisions** as a result of their visit

*“Excellent 2016 Fair” report 10,000+ visitors and 370 exhibitors*

*“A positive experience, well worth the investment in both time and money”*

Minster Poultry & Gamebird Vets

A RASE Event



Partnered by



**88% of 2016 exhibitors plan to exhibit at the 2018 Fair.  
Don't miss out – rebook your stand now!**

<b>STAND PRICES FOR 2018</b>	<b>2018 Rebook Price*</b>	<b>2018 Headline Price</b>
<b>Price £ per m<sup>2</sup></b>	<b>Halls 1, 2 &amp; 3</b>	<b>Halls 1, 2 &amp; 3</b>
<b>Clear Floor Space (inside) first 50m<sup>2</sup></b>	<b>£50.12</b>	<b>£51.99</b>
<b>CFS 50–100m<sup>2</sup></b>	<b>£38.04</b>	<b>£51.99</b>
<b>CFS over 100m<sup>2</sup></b>	<b>£29.15</b>	<b>£51.99</b>
<b>Shell Scheme Unit (4m x 3m)</b>	<b>£1,243.25</b>	<b>£1,291.33</b>
<b>Open Ground Space (Outside)</b>	<b>£27.94</b>	<b>£30.40</b>

There is a 5% discount for stands in the Blackdown buildings 4 to 9. The discount enables us to offer a more cost effective indoor stand space option and applies to both the rebook and headline stand prices. All prices exclude VAT.

\* Rebook prices are only available to 2016 exhibitors who return their signed stand contract by 15 September 2017.

## QUALITY AUDIENCE VALUES THE FAIR

**10,097** visitors attended the 2016 Fair with three key priorities – to **see new products**, **speak to suppliers** and to **network**.

- **83%** of farm visitors are key **decision makers**
- **64%** plan to **make a purchase** as a result of their visit
- **79%** plan to **make changes** to their business as a result of their visit
- **97%** of visitors rate their visit to the Fair as **good or excellent**

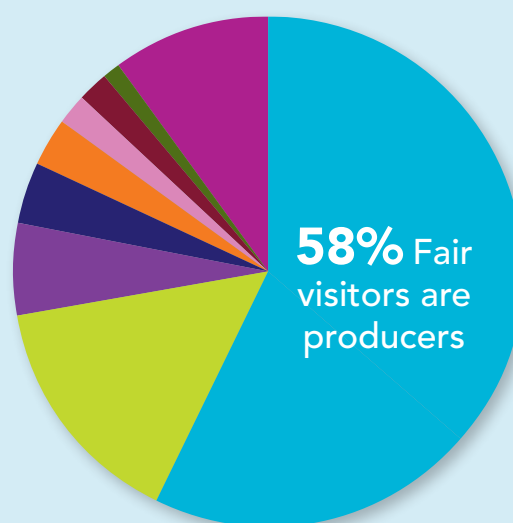


*"Great event for meeting new customers, promoting our equipment and networking."*

Collinson

## 2016 VISITOR PROFILE

Producer/Farm Manager	58%
Trade	15%
Advisor	6%
Student/Education	4%
Processor	3%
Vet	2%
Retailer	2%
Food Service	1%
None of these	10%



**REBOOK YOUR STAND NOW!**  
**To discuss your 2018 stand,**  
**please contact us: 02476 858284**  
**[pigpoultry@stoneleighevents.com](mailto:pigpoultry@stoneleighevents.com)**