

pawexpo

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pet & animal wellbeing

14 - 16 September 2021
NEC Birmingham UK



The premium pet trade
show that cares about pets,
people and the industry.

paw-expo.com

Welcome to Hyve

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Pawexpo, the premium pet trade show that cares about pets, people and the industry, is organised by Hyve Group, one of the world's top organisers of 120 market leading international exhibitions and conferences across Europe, Asia, Africa and South America.

We create content-driven, must-attend events delivering an outstanding experience and return on investment for our customers.

1,400

Colleagues

120+

Events

14

Countries

17

Offices

Our global team has a presence across 19 offices around the world.



The rapid growth of the UK retail market

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The value of the UK pet market is forecast to reach £7 billion by 2020/1*.

It's estimated that 12 million (44 percent of) UK households have pets with around 51 million pets owned.

£10 billion

UK spends a year on dogs

£8 billion

UK spends a year on cats

66%

of owners buy accessories for their pets

£1,150

Brits spend on average on their pets every year

£200 spent

on pet clothes yearly (on average)

1/4

of pet owners admit they like to pamper their pets

*AMA Research



About Glee

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Pawexpo is co-located with Glee, the largest garden and outdoor living tradeshow in the UK. It attracts 7,000+ visitors, including revisits of which 1,000+ have a primary or secondary interest in pet products and services.

7800+

Visitors including
revisits

500+

Exhibitors

6600+

Unique attendees

40+

Countries

75%

With purchasing
power

22%

with over £1
million annual
budget

52%

Are C-level
professionals





Pawexpo

As the demand for pet products continues to increase, so has the need for a **national trade show** to meet the growing demands of the global pet buying market.

Pawexpo is the brand-new premium national trade show with an **international reach** that really cares about pets, people and the industry, putting the personal touch into your customer experience.

Pawexpo will bring together **thousands of pet professionals** from all around the world and offer a unique platform to explore the latest product innovations, trends and never-before-seen suppliers from the entire pet and animal wellbeing ecosystem!

“The show has been steady for us over the three days and we’ve had over 20 orders with lots more leads to follow up with. If we hadn’t exhibited we wouldn’t have met the retailers we have, and it’s also been a great opportunity for us to get our brand out there.”

KARISHA MOODIE
MANAGING DIRECTOR, CANDL-IBRIUM

Product sectors

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Pawexpo will bring the top brands in pet food, care, accessories, supplements and more, together with up-and-coming businesses, all of whom are bringing exciting and innovative products to the industry.



Pet Luxury



Pet Accessories



Pet Retail Solutions



Pet Food



Pet Tech



Pet Health

Who will you meet?

Pawexpo, co-located with Glee, provides a platform to meet with highly transactional and quality buyers from independent and multiple pet stores, online retailers, supermarkets and garden centres.

Pet Retailers & Garden Centres



Department Stores & Multiples:



Online Retailers:



International Retailers:



Making the most out of Pawexpo

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Pawexpo will offer a premium customer experience and unique features including a petwalk, a live grooming station, a new product showcase, an innovators zone, a buyers connect lounge, new product awards and CPD seminars.

The New Product Showcase

The New Product Showcase is an inspirational feature area, giving retailers the opportunity to see the most innovative, unique and commercial products at Pawexpo. Display your products at no extra cost and be in with a chance of winning a New Product Showcase Award.



“Burns Pet Nutrition is thrilled to be taking part in Pawexpo. This great trade event provides a fantastic opportunity for us to catch up with existing customers, as well as being a great way to create and strengthen new relationships and partnerships in the pet industry. ”

DEBBIE SMITH
GENERAL MANAGER, BURNS PET

Innovators Zone

This specifically designed area welcomes brand-new, start-up companies looking to break into the industry, and it's the perfect platform to help you establish your brand and gain huge exposure.



Buyers Connect

The Buyers Connect is a networking event giving exhibitors the opportunity to meet key industry professionals, start conversations and connect with influential brands.



How can Pawexpo help your business?

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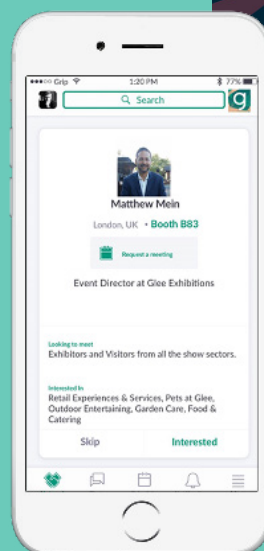
When you sign up for Pawexpo you don't just get a stand, you get year-round support through our multi-channel marketing campaign. At Pawexpo, we strive to ensure you get as much exposure, promotion and presence as possible, and to all the right audiences. And the best thing...it all starts the minute you sign up!

The Pawexpo Exhibitor Tool-kit

We want to ensure our exhibitors have enough time to prepare for Pawexpo, no matter when you sign up. Therefore, we've created an essential Exhibitor Tool-kit to ensure you have a variety of valuable tools to help increase your return on investment.

Tool-kit includes:

- > A gallery of banners, logos and email signatures to promote your presence
- > Personalised printed visitor invites, to enable you to invite your VIP buyers you want to see at Pawexpo
- > News and PR coverage
- > Social media support
- > An online exhibitor profile, promoting your brand, products and ranges
- > A personal profile in the Pawexpo show preview and catalogue so visitors can plan their visit to your stand before and during the show



Our digital reach

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At Pawexpo, we have a dynamic team of digital experts working round the clock yearly, to ensure your brand gets the promotion it deserves across our community of Pawexpo and Glee followers.

But don't just take our word for it, the results speak for themselves...



86,125
Facebook
reach



146,900
Twitter
impressions



454,760+
Web page
views



160,780+
Web exhibitor
views



Get in touch

Email sales@paw-expo.com
for enquiries.

paw-expo.com



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