



Marketing Manual



Welcome to your PATS 2021 marketing manual.

This is your opportunity to make the most of your presence at PATS 2021. We've put this Marketing & PR manual together to summarise and simplify your options to ensure all your customers know you are exhibiting at PATS.

There are a great range of opportunities available to help with this, most of which are free to all exhibitors. This marketing manual includes details of free PR, free catalogue entries, sponsorship and much more.

We are working with our media partners on our PR campaign, setting up feature articles, previews and promotions. It is, therefore, really important for us to know as much as possible about your company and products as early as possible to increase the strength of our campaign.

Supply us with details of any new product launches, events or competitions, key products that you'll be exhibiting, in fact any stories which you feel are newsworthy. Simply contact Neil Pope via email press@impact-exhibitions.com or telephone 07595 442601.

We wish you a very successful show and look forward to helping you achieve that goal.

If you need any assistance with anything at all please just contact us, our details are below:-

The PATS Team

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Please do not hesitate to contact any of us with your queries

CONTENTS

Competitions & Offers	5	News Stories	5
Catalogue	11	Official Contractors	4
Contractors	4	On-Site Offers & Discounts	10
Engage	8	PATS Red Book	11
Exhibitor E-Invites	8	Press & PR	5
Exporter Logos	8	Press Releases	7
Form Checklist	12	Seminars	10
Lightpens/Hand-held scanners	11	Show Leaflets	8
Media Checklist	5	Sponsorship Opportunities	8
New Product Showcase	9	Website Opportunities	7



CONTACTS & OFFICIAL CONTRACTORS

Accommodation	Reservation Highway 8 Wells House Cold Bath Road Harrogate North Yorkshire HG2 0NA	Tel: +44 (0)1423 525577 Fax: +44 (0)1423 525599 bookings@reservation-highway.co.uk
Catalogue Advertising and Entry	pbw news 6 The Rickyard Clifton Reynes Olney Buckinghamshire MK46 5LQ	Mark Lightfoot Tel: +44 (0)1234 714404 sales@pbwnews.com
Lightpens/Hand- held Scanners	LiveBuzz Ltd 111 Berkeley Road South Earlsdon Coventry CV5 6EF	LiveBuzz Customer Services Team exhibitors@livebuzz.co.uk
Press & Publicity	PATS PR Unit A2 Speldhurst Business Pk Langton Road Speldhurst Kent TN3 0AQ	Neil Pope Mobile: +44(0)7595 442601 press@impact-exhibitions.com
PATS Website	PATS Organisers Unit A2 Speldhurst Business Pk Langton Road Speldhurst Kent TN3 0AQ	Joanna Bladon Tel: +44 (0)1892 862848 joanna.bladon@impact-exhibitions.com

MARKETING & PR

PRESS & PR

The PATS press office is here to help make PATS 2021 a success for all exhibitors. It provides a comprehensive and free of charge service for every exhibitor. During the pre-show months, news stories and updates are released regularly, promoting PATS and its exhibitors to the pet trade media. At the show, PATS Press consultant Neil Pope will be available over both days to assist visiting journalists who want to discover factual details about exhibitors' products and services, or see the latest entries in the PATS New Product Showcase and discover the latest news from the trade. The more information you supply us with the better we can serve you; to ensure that customers and visiting media know you are exhibiting and make their way to your stand.

We look forward to receiving your news and updates - email press@impact-exhibitions.com or telephone Neil Pope on 07595 442601.

NEWS STORIES

If you have an exciting announcement to make, are celebrating a special occasion, exhibiting a product or service that is ground breaking in any way or if you will be hosting a celebrity on your stand, please do let us know. If your news is going to have an impact on the pet trade you may well have the makings of a great media story - and we're here to help you with that publicity. Please email press@impact-exhibitions.com with your information and photographs by **2nd April 2021**. This will allow enough time for your story to be included in the April-May media previews. You can also upload any press releases to your exhibitor profile via the PATS Ezone, www.patshow.co.uk/ezone-login

After this date, do still check with us to see what other opportunities remain, just email press@impact-exhibitions.com.

We ask all our exhibitors to please help us plan ahead to promote PATS and yourselves as effectively as possible.

COMPETITIONS & OFFERS

If you are holding a competition or have a special offer for PATS 2021 visitors, this again may be of interest to the pet trade media. We can display this information in the on-site press office and we will inform the media in advance if you provide us with the details.

KEY TRADE MEDIA CHECKLIST

Printed media (UK)

Title	Contact	Email
PBW News	Justine Thompson (editor)	justine@pbwnews.com
PPM	Beth Andrews (assistant editor)	beth.andrews@warnersgroup.co.uk

Pet Gazette	Heather Sandlin (editorial)	heather@mulberrymedia.co.uk
Practical Fishkeeping Magazine (PFK)	Nathan Hill (editor)	editorial@practicalfishkeeping.co.uk
Kennel and Cattery Management	Carol Andrews (editor)	Albatrosspubs@aol.com
Our Dogs	Vincent Hogan	vince@ourdogs.co.uk
Garden Trade News	Trevor Pfeiffer	trevor@pottingshedpress.co.uk
Garden Centre Retail	Joe Wilkinson (publisher)	joe.wilkinson@eljays44.com
Garden Centre Update	Kiran Grewal (editor)	kgrewal@datateam.co.uk
Garden Retail	Matthew Appleby	matthew.appleby@haymarket.com
Total Grooming	Mike Smith	mike@cimltd.co.uk

Online media (UK)

Garden Forum	George Bullivant (editor)	info@gardenforum.co.uk
Pet Trade Xtra	Trevor Pfeiffer	trevor@pottingshedpress.co.uk
PBW News	Justine Thompson (editor)	justine@pbwnews.com

International Media

PETS International (also online)	Maria van der Schalie	maria@pets.nl
PET Worldwide (also online)	Ralf Majer-Abele	r.majer-abele@daehne.de
Groomer to Groomer (also online)	Todd Shelley (editor)	todd@barkleigh.com
Pet Product News International/	Brian Hutchins	bhutchins@bowtieinc.com
The Irish Garden	Gerry Daley	gerry.daley@theirishgarden.ie

Trade Associations with newsletters

BIRA
(incorporating the PPRA)

Joanne Beale

joanne.beale@bira.co.uk

PetQuip (International
Trade Association of
Pet Equipment Suppliers)

Pat Flynn

pat@petquip.com

PRESS RELEASES

There are many ways in which we can help you to keep in touch with the trade media. In addition to the news stories we've already suggested, you can create a press story (release) for the PATS website – www.patshow.co.uk/news.

Uploading your press releases onto the PATS website means they are available for all editors to download. Members of the media will be invited to make use of this Press section on the PATS website to find out about the show, its exhibitors, their news and any special events taking place during PATS 2021. Simply access your company profile via the PATS website Exhibitor Zone and upload your press releases. These will then appear instantly on the PATS website. If you have any issues contact joanna.bladon@impact-exhibitions.com.

Your press release should:

- Mention your location and stand number.
- Contain information about the product/s and/or service/s you are exhibiting
 - Releases should begin with a factual headline indicating what the release is about.
 - The introductory paragraph should summarise the main points of your story and the release should include the features/benefits of your products or services as well as prices, sizes, materials, colours, weights etc where relevant.
 - Include clear contact details (telephone direct line and email) for named individual/s who are knowledgeable about your products and services and who have your company's authority to speak with the media.
- Contain good quality, digital images or telephone/email contact details of someone who you can rely on to supply such images quickly if requested to do so.

WEBSITE OPPORTUNITIES

Upload or update your company profile on the PATS Website

This is an extremely important step, because your company profile will be duplicated in the PATS show catalogue. Upload or update your profile (maximum of 100 words) through the Exhibitor Zone using your unique password. If you have any problems or queries, just contact Joanna Bladon at joanna.bladon@impact-exhibitions.com or call +44(0)1892 862848. The deadline for the catalogue is **22nd March 2021** for your profile to be updated.

Add a PATS “button” onto your own company website

We encourage you to add the **PATS logo** to your website. This will provide a simple and quick link with the PATS 2021 website and registration page. The more exhibitors who use this, the

increased awareness and registrations potential for PATS 2021 ... so please help us to help you and include it somewhere prominent on your website. You can upload this logo by accessing your LiveBuzz login via the PATS Exhibitor Zone – do let us know if you need any help.

ENGAGE – CONNECT WITH BUYERS

New - Engage allows you to make connections with buyers to generate leads before and during PATS Sandown 2021. The more relevant the content on your profile, the more you increase the chances of visitor interaction. If a visitor 'favourites' your content this increases the chances of them interacting with you and visiting your stand at PATS Sandown 2021.

Simply have an up-to-date and fully complete exhibitor profile to get the full benefits. Keep your content fresh and update your profile regularly with new products, press releases and other relevant content you have, all via the PATS Ezone, www.patshow.co.uk/ezone-login.

If you have any questions please contact Joanna Bladon, email joanna.bladon@impact-exhibitions.com.

Exhibitor E-invites

Invite your visitors and prospects to visit your stand at PATS and track your registered guests. A great way to drive traffic to your stand and allow you to be more informed about who will be attending the show. Simply click your LiveBuzz login link via the PATS Exhibitor Zone.

For more information or if you have any queries, please email exhibitors@livebuzz.co.uk.

PATS SHOW LEAFLETS

PATS show leaflets offer an additional, personal opportunity for you to invite your customers to the show and best of all, they are completely free of charge. Simply complete **Form 4** in the exhibitor manual on the website, advising us whether you want a print version (including the quantity) or an emailable pdf, and we will organise this for you. Any queries, or for more information, please contact Gordon Thomas by telephone +44(0)1892 862848, or email gordon.thomas@impact-exhibitions.com.

EXPORTER LOGOS

Please be sure to let PATS organisers know if your company exports to countries outside the UK so you can be supplied with a 'PATS Exporter' graphic for your stand fascia.

Within the Exhibitor Zone (Ezone) you can update this with a simple yes or no, login via www.patshow.co.uk/ezone-login. If you have any queries please contact Joanna Bladon, joanna.bladon@impact-exhibitions.com or +44(0)1892 862848.

SPONSORSHIP OPPORTUNITIES

Maximise your presence at the show by taking advantage of one or more of the many sponsorship opportunities available. Sponsorship packages can be tailored to your own specifications, and are available to suit all budgets. Simply contact Gordon Thomas on +44(0)1892 862848 or email gordon.thomas@impact-exhibitions.com.

Listed below is a selection of some of the opportunities available (all prices available on request):-

Your company branding on our free bus service— as part of our service at PATS Sandown, we transfer the visitors who travel by train to the venue – it saves the 10minute walk. Branding the bus gives you a great head start, alerting visitors to your presence and driving them to your stand.

Show Carrier bags – what higher show profile than to see every PATS visitor walking around the show displaying your brand? Every visitor who enters PATS will be given a carrier bag containing their free show catalogue.

Carpet Tiles bearing your brand – strategically placed on the floor of PATS – a really cost effective way to highlight your brand and signpost visitors to your stand.

Stair Risers – outside the Surrey Hall there are stairs to the entrance, which can be branded with your company name and stand number to really draw visitors to your stand

Catering area sponsorship – PATS visitors need a drink and a break from the exertions of doing business at the Show – what better way to get your message across to the visitors than sponsoring the PATS lounges. Your sponsorship will appear within the show guide, within our 60,000 direct mail pieces and of course on site at PATS 2021.

We are always open to suggestions so please feel free to contact Gordon Thomas to discuss your ideas, more options and budgets – telephone +44(0)1892 862848, or email gordon.thomas@impact-exhibitions.com

SCHEDULE OF EVENTS AND SHOW FEATURES

PATS Sandown New Product Showcase & Awards sponsored by PBW News

The PATS New Product Showcase is the premier, UK-based new product showcase for the pet trade - 76% of PATS visitors visit the New Product Showcase. Every exhibitor can enter a maximum of four products, free of charge. **To be eligible, products must have been launched to the pet trade after 29th September 2020.**

To enter a product simply complete the online form and upload a photograph of your product, which will appear on the New Products page on the PATS website – www.patshow.co.uk. Please complete a separate form and send in a separate photograph for each entry you wish to submit (with a maximum of 4 products per exhibitor) – **a photograph must be provided** so please provide your company logo if you don't have a product image available.

Entries must be submitted, with photographs, before the deadline of 23rd April 2021, or 29th March 2021 for entry into the PATS Red Book. Please clearly mark each photograph to match the product name on the form. The pre-show publicity includes:-

1. Email-shots to all pre-registered visitors to PATS, previewing a number of PATS New Product entries.
2. Listing on the PATS New Products page on the PATS website.
3. Entries received, with photographs, before **2nd April 2021**, may be included in the trade media previews.
4. Inclusion in the PATS Red Book - for entries received by **29th March 2021**.

All products must be brought directly to the New Product Showcase stand at the show, between 1200hrs and 1700hrs on Monday 10th May. Any product not delivered during this time cannot be guaranteed to be included in the judging process. **Any product entered after the deadline date of 23rd April 2021 will not be displayed on the New Product Showcase.**

These awards will be judged by a panel of retailers at PATS Sandown.

The presentation of the awards will take place during the first day of the show, on the PATS New Product Showcase, on Tuesday 11th May 2021.

The eight categories are:-

1. 2021 'New' **cat food & products**
2. 2021 'New' **dog food products**
3. 2021 'New' **dog treat products**
4. 2021 'New' **dog accessories & toys products**
5. 2021 'New' **dog harnesses, leads & dog wear products**
6. 2021 'New' **small animal & bird products**
7. 2021 'New' **pet care products**
8. 2021 'New' **grooming products**

Please note: Product entries will be clearly marked with your hall and stand number so that visitors who want to find out more about your entries can find your stand quickly and easily.

Seminar Programme Outline for PATS 2021 ***sponsored by PPM and in association with Pedigree Wholesale***

The seminar programme at PATS 2021 is specifically targeted at the pet retailer. It is designed to improve, inspire and inform retailers on subjects relevant to the industry.

The programme has been put together in consultation with the trade. Each seminar will last no longer than twenty minutes and is free to attend. Each seminar will be educational and concise; enhancing the visiting experience without creating a prolonged interruption to the important focus of doing business with PATS 2021 exhibitors. Each seminar will be presented by experts in their field.

If you are interested in presenting a seminar of your own and have an idea for a topic, please contact us and we'll be happy to consider it – call Gordon Thomas on 01892 862848 or email gordon.thomas@impact-exhibitions.com.

ON-SITE OFFERS & DISCOUNTS

Our Show Offers page on the PATS website features exclusive **show-only** discounts, vouchers and incentives redeemable only by visiting PATS 2021. Visitor surveys show that 73% of visitors use these to place orders at PATS, so it's a great way to attract more buyers to your stand.

These also give you another opportunity to publicise special deals or exciting new products, as well as encouraging visitors to actively seek out your stand and place orders. The Show Offers website page will list all exhibitors offering special show promotions. By clicking on a particular exhibitor or promotion, visitors can print a PDF voucher to take along to PATS. Selected entries

may also be included in the PATS Red Book (these must be submitted by **29th March 2021** for inclusion).

Every exhibitor is offered the opportunity to promote their show-only deals – simply complete and return **Form 8**.

LIGHTPENS/HAND HELD SCANNERS

To order your lead capture device for PATS Sandown 2021 please login to your Live Buzz exhibitor hub via the PATS e-zone.

If you need any more information on this please contact exhibitors@livebuzz.co.uk.

SHOW CATALOGUE

Your free 100 word catalogue entry will automatically be taken from your company profile on the PATS website, so there is no need to complete a separate catalogue form for this. If you have any queries on your entry please contact us on +44 (0)1892 862848 or email Joanna Bladon at joanna.bladon@impact-exhibitions.com

7,500 copies of the official catalogue will be distributed to the trade with the May issue of *pbwnews*.

For details of how to advertise alongside your free catalogue entry, please call Mark Lightfoot on 01234 714404 or email info@pbwnews.com - to download a catalogue media pack and price list just go to the “Forms” section of the exhibitor manual.

PATS RED BOOK

The PATS Red Book is a handy pocket-sized guide that lists a selection of exclusive show offers and new products being launched at PATS Sandown. The book is posted to approximately 2,500 pre-registered Sandown visitors, which lands a week before the show.

To be included in the PATS Sandown Red Book, simply make sure you upload your new product entries and show offers before **29th March 2021**. There is NO COST to feature your products and offers in the PATS Sandown Red Book so this is an exciting and unique opportunity to promote these to visitors ahead of the show. If you have any questions then please call Joanna Bladon on 01892 862848 or email joanna.bladon@impact-exhibitions.com.

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FORM CHECKLIST & DEADLINES

Form	Description	Deadline Date	Actioned
	COMPLETE ON-LINE PROFILE/CATALOGUE ENTRY	22nd March 2021	
A	Catalogue Media Pack	22nd March 2021	
B	Show Leaflets Form	30th April 2021	
C	Sponsorship Form	17th April 2021	
D	Show Offers Form	11th May 2021 (29th March for Red Book)	
E	New Product Entry Form	23rd April 2021 (29th March for Red Book)	