

# Sponsorship Opportunities at PATS



THE UK'S **NUMBER ONE** PET INDUSTRY EVENT

Maximise your presence at PATS 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. Sponsorship allows you to:

- **Raise brand awareness**
- **Reinforce brand recognition in the minds of your key customers, as well as attract new ones**
- **Deepen your engagement with the largest UK pet buying community**
- **Stand out from other PATS exhibitors**

## 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.



## Lanyards

The lanyards are one of the highest exposure sponsorships for PATS, since every visitor is given a lanyard with their name badge to wear for the entire show. Your company's name will be featured on each lanyard.

## 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 a PATS lounge. Your sponsorship will appear within the show guide, and of course on site at PATS.



## Branding on our free bus service

As part of our service at PATS, we transfer the visitors who come by train to PATS and back again – its saves the 10 minute walk and is well used. We will allow one company the opportunity of putting leaflets on the shuttle bus. The bus gives you a great head start; alerting visitors to your presence and hopefully delivering them to your stand.

## Carpet Tiles

Strategically placed on the floor of PATS – a really cost effective way to highlight your brand and signpost visitors to your stand. Two sizes are available – 1m<sup>2</sup> and 0.5m<sup>2</sup>



## Leaflet distribution

Inserted into the visitor carrier bags so your information will be in the hands of every visitor to PATS. This opportunity will be limited to a maximum of five exhibitors/leaflets per show to ensure maximum effect.

For more details on sponsorship contact Gordon Thomas on +44 (0)1892 862848, or email [gordon.thomas@impact-exhibitions.com](mailto:gordon.thomas@impact-exhibitions.com)