

# Sponsorship Opportunities at PATS

# PATS 2024

## Pet & Aquatics Trade Show

Telford International Centre

### 29th September - 1st October 2024

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

## 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. **£3,000 + VAT**



## Entrance sponsorship

Catch the attention of visitors as they walk into the halls with a strategically placed pull-up banner. Supply your banner and we will agree a high profile location. **£300 + VAT per banner**



## Carpet tiles

Strategically placed on the floor of PATS – a really cost effective way to highlight your brand and signpost visitors to your stand. One size available – 1m<sup>2</sup>. **£325 + VAT each**



## Tea & coffee voucher

All visitors will receive a free tea/coffee voucher to be redeemed in the halls – why not sponsor our vouchers and bring your brand to the forefront of thirsty visitors? **£1,500 + VAT**



## 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. **£750 + VAT**

## Lanyards

The lanyards are one of the highest exposure sponsorships for PATS, since every one of our c3000 visitors is given a lanyard with their name badge to wear for the entire show. Your company's name will be featured on each lanyard. **£2,500 + VAT**

## 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. **£2,500 + VAT**

## 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 four exhibitors/leaflets per show to ensure maximum effect. **£750 + VAT per leaflet**

## Venue-specific opportunities

Call us to discuss signage and banners in or around the venue.

## Other opportunities

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](mailto:gordon.thomas@impact-exhibitions.com)

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)

[www.patshow.co.uk](http://www.patshow.co.uk)