

PATS2024

**Pet & Aquatics
Trade Show**

Telford International Centre

**29th September -
1st October 2024**

Exhibitor Manual

**The A-Z of organising your stand
& promoting your presence at
PATS 2024**



Dear Exhibitor,

Welcome to your PATS 2024 exhibitor manual. The PATS team is delighted you have decided to exhibit and we hope this manual will be of great assistance as you plan your show. It is designed to give you simple, step-by-step guidance to exhibiting at the Telford International Centre.

Section One of your manual deals with the general venue, stand, contractor and health and safety information you will need, while **Section Two** gives you all the Marketing and PR information. You'll find all the order forms on the PATS website in the Exhibitor Zone - www.patshow.co.uk/exhibit/pats-ezone-login. Most of these can be filled in and emailed directly to the relevant contractor, a few will need to be printed off and completed.

Please note that exhibitors in the Aquatics Zone in Hall 1A must also refer to the Aquatics Zone Addendum in the E-Zone – the build-up timetable and the stand building regulations are slightly different in this hall.

Most importantly, at the end of your Manual you'll find a complete checklist of all the suppliers. The Form Checklist shows relevant deadlines for the submission of each form – do please take a look at this so you will be familiar with the timescales involved. There are some surcharges for late orders so make sure you return these by the deadlines shown to avoid any additional costs.

If you need to contact our official contractors directly, their details are on pages 5 and 6 of the Exhibitor Manual and there are links to their websites too. Also, on page 8 there is a handy list of "**Frequently Asked Questions**" which may answer any queries you have.

We have tried to create a manual that is a simple guide to exhibiting, but if you have any queries whatsoever please feel free to contact us and we will be glad to assist you.

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

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On-Site Timetable – PATS 2024

Build-up	Schedule	Venue Open
Friday 27 th September*	0800hrs – Space only contractors to commence build-up* CDM Site High visibility clothing & Contractor wristbands must be worn	0800hrs – 1800hrs
Saturday 28 th September	0800hrs – Shell scheme stands to commence interior display CDM Site Space only contractors to continue build-up High visibility clothing & Contractor wristbands must be worn	0800hrs – 2200hrs
Show Open Days	Show Open Hours	Venue Open
Sunday 29 th September	0930hrs – 1700hrs All stands must be completed and contractors clear of the show by 0930hrs Exhibitor badges must be worn	0800hrs – 2000hrs
Monday 30 th September	0930hrs – 1700hrs Exhibitor badges must be worn	0800hrs – 1800hrs
Tuesday 1 st October	0930hrs – 1600hrs Exhibitor badges must be worn No contractors will be allowed into the halls until 1630hrs for stand dismantling	0800hrs – 2200hrs
Breakdown	Schedule	Venue Open
Tuesday 1 st October	1600hrs – 2200hrs Please note:- from 1600-1630hrs only stand de-dressing (no stand dismantling at this time) After 1630hrs CDM Site - High visibility clothing must be worn	All exhibits & standfittings must be removed by 2200hrs on Tuesday 1st October No items may be left in the halls after 2200hrs. Any disposal costs will be charged to the exhibitor

*Aquatics Zone exhibitors please refer to the Aquatics Zone Timetable for build-up in Hall 1A only

All stand construction & stand dismantling/removal must be planned so that it fits within the times outlined above. There is no storage facility outside of the above tenancy hours.

Children under the age of 16 (including babes in arms and toddlers) are not allowed into the hall during build-up or breakdown under ANY circumstances.



CONTACTS & OFFICIAL CONTRACTORS

Accommodation	Reservation Highway 8 Wells House Cold Bath Road Harrogate North Yorkshire HG2 0NA	Tel: +44 (0)1423 525577 admin@ reservation-highway.co.uk www.reservation-highway.co.uk/pats24 www.patshow.co.uk (travel, eat, sleep)
Audio Visual Equipment	Stagecraft UK St Quintins Gate Telford Shropshire TF3 4JH	Becca Cooper Tel: +44 (0)1952 561777 sales@Stagecraftuk.com
Carpet	Showlite Ltd Suite 2, Fosse House East Anton Court Andover Hampshire SP10 5RG	Robyn Richards Tel:+44 (0)1264 365550, option 1 rrichards@showlite.co.uk
Catalogue Advertising	Pbwnews Suite A, Arun House Office Village, River Way Uckfield East Sussex TN22 1SL	Mark Paxton Tel: +44 (0)1825 725306 mark@lewisbusinessmedia.co.uk
Catering	International Centre Telford Catering Department St Quentin Gate Telford Shropshire TF3 4JH	Sam Charlampowicz Tel:+44 (0)1952 281540 Sam.Charlampowicz@ southwatereventgroup.com
Electrics	LX Exhibition & Event Services Ltd Unit 3, Barnes Business Park Barnes Lane Lymington Hampshire SO41 0AP	Lee Norville Tel: +44 (0)800 689 9179 sales@lx-services.co.uk

Furniture	Showlite Ltd Suite 2, Fosse House East Anton Court Andover Hampshire SP10 5RG	Tel:+44 (0)1264 365550, option 4 furniture@showlite.co.uk
Lifting & Forwarding	Exhibit 3Sixty Logistics 215 Torrington Avenue Coventry West Midlands CV4 9AP	Matthew Williams Tel: +44 (0)2476 473663 logistics@exhibit3sixty.co.uk
SmartScan App /Data Capture	LiveBuzz Ltd 111 Berkeley Road South Earlsdon Coventry CV5 6EF	exhibitors@livebuzz.co.uk
PATS Website/Ezone	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
Press & Publicity	PATS PR Unit A2 Speldhurst Business Park Langton Road Speldhurst Kent TN3 0AQ	Neil Pope Tel: +44(0)7595 442601 press@impact-exhibitions.com
Rigging	Stagecraft UK St Quentins Gate Telford Shropshire TF3 4JH	Becca Cooper Tel: +44 (0)1952 561777 sales@Stagecraftuk.com
Shell Scheme & Accessories	Showlite Ltd Suite 2, Fosse House East Anton Court Andover Hampshire SP10 5RG	Robyn Richards Tel:+44 (0)1264 365550, option 1 rrichards@showlite.co.uk
Telephones/ Internet Connection	Stagecraft UK St Quentins Gate Telford Shropshire TF3 4JH	Becca Cooper Tel: +44 (0)1952 561777 sales@Stagecraftuk.com
Water & Waste	Stagecraft UK St Quentins Gate Telford Shropshire TF3 4JH	Becca Cooper Tel: +44 (0)1952 561777 sales@Stagecraftuk.com

Venue Address & Directions

International Centre Telford
St Quentin Gate
Telford
Shropshire
TF3 4JH

Tel: + 44 (0)1952 281500

Fax: +44 (0)1952 281590

For directions visit www.patshow.co.uk/travel-eat-sleep

The International Centre has 1300 visitor car parking spaces onsite, all within easy walking distance of the venue. **Sat nav postcode:** TF3 4JH; **What Three Words:** gentle, motivates, party.

If you are staying at a nearby hotel we recommend leaving your car at your hotel and walking to the venue, or car-sharing, to free up parking spaces at the venue for your visitors.

Travelling by road

From M6 Southbound:-

Leave M6 at junction 12. Take A5 west for 1 mile to Gailey Island. Take first left on to A449. Travel 3 miles to M54 / J2. Travel west on M54 to J4. Take the second exit and follow signs to The International Centre.

From M6 Northbound:-

Join M54 at M6 / J10A. Travel west to M54 / J4. Take the second exit and follow signs to The International Centre. The venue is situated just over 2 miles from Junction 4.

From M6 'Toll' Northbound:-

Leave M6 Toll at junction T8. This equates to M6 / J11. Go straight ahead into A460 (Wolverhampton Road) towards Wolverhampton. After 2.4 miles access M54 / J1. Take the third exit off the roundabout onto M54 direction Telford. Travel west on M54 to J4. Take the second exit and follow signs to The International Centre. The venue is situated just over 2 miles from Junction 4.

Drive times:

Birmingham City Centre	45 minutes
Manchester City Centre	1 hour 30 minutes
Bristol City Centre	1 hour 45 minutes
Leeds City Centre	2 hours 15 minutes
London (M25)	2 hours 15 minutes

Travelling by rail

There are regular services from Birmingham New Street, Wolverhampton and Shrewsbury. The International Centre is situated just over a mile from Telford Central Station and is only two minutes' drive by taxi.

There is a free PATS courtesy bus service running from the train station to the venue throughout the show open hours.

Visit National Rail for train times and fares.

Travelling by air

The International Centre is less than an hour by road from Birmingham International airport. There are also rail connections from Birmingham International Station.

Frequently Asked Questions

Where should I address deliveries?

Deliveries cannot be accepted outside of the show timetable dates – please ensure you arrange any deliveries to your stand within the build-up times as PATS does not have tenancy of the venue until this time. The address for deliveries is:-

Company Name, Stand Number, Halls 1, 1A, 2 & 3
PATS 2024, 29th September - 1st October 2024
c/o International Centre Telford
St Quentin Gate
Telford
Shropshire TF3 4JH

Are there storage facilities on-site?

There are no free storage facilities available on-site at Telford International Centre. Please ensure you make arrangements for the removal and storage of any excess stock or cases. Exhibit 3Sixty Logistics will be happy to quote on any storage during the show, their contact details can be found on page 5 of this manual.

Is there exhibitor parking at the venue?

If you are staying at a nearby hotel we recommend leaving your car at your hotel and walking to the venue, or car-sharing, to free up parking spaces at the venue for your visitors. The International Centre has 1300 visitor car parking spaces onsite, all within easy walking distance of the venue. **Sat nav postcode:** TF3 4JH; **What Three Words:** gentle, motivates, party.

What time can I get into the hall each morning?

The halls will be open at 0800hrs for exhibitors each morning, and the show opens at 0930hrs on all three open days.

I am appointing a contractor to build my stand, what information do I need to supply?

All stand contractors will need to complete a Stand Plan Submission Form, together with the stand plan itself. A risk assessment, construction phase plan, method statement and proof of insurance are also required for each stand. Permission to build will only be granted once all of this information has been received by the Organisers, by the deadline date of 6th September 2024, email jo.scotting@impact-exhibitions.com.

Can I build above 2.5 metres?

If you have a space only stand then you can build to a maximum height of 4 metres. No stands will be permitted to be built above this height – please refer to the Stand Construction section of this manual. ***All space only stands must submit a plan for their stand to the Organisers in advance of the show by 6th September 2024 – make sure you take into account the build-up & breakdown time available when planning your stand build.*** If you have a shell scheme stand then the maximum height for interior display is 2.43m (floor to underside of ceiling grid).

Do I need to wear high visibility clothing on-site during build-up and breakdown?

Yes, on Friday and Saturday of build-up, high visibility clothing must be worn. Also, high visibility gilets/jackets WILL be a requirement on breakdown evening after 1630hrs, in accordance with CDM regulations.

Is there power included with my stand package?

Lighting is included in the shell scheme packages, but not electrical socket. If you require an electrical socket on your stand, you would need to order this directly with LX Exhibition & Event Services.

Can I have the lighting positioned anywhere on my stand?

If you have a shell scheme stand, then the lighting which is included as part of your stand package will be positioned behind the fascia of your stand. Exhibitors with space only stands will need to order power & lighting directly with LX Exhibition & Event Services.

Can I have my logo displayed on the fascia of my shell scheme stand?

Your company name will be displayed in keeping with the image of the show - please complete your Fascia Nameboard Form in the PATS exhibitor manual. If you wish to also display your logo please contact Showlite directly to arrange this – it will involve an additional cost.

Can I hang heavy objects on the shell scheme stand walling?

The shell scheme is not designed to bear any significant weight. For more information on appropriate fixings or display please contact Showlite directly (contact details at the front of the manual).

Will my stand be carpeted?

In **Halls 1, 2 and 3**, all shell scheme stands will be carpeted in **grey** cord carpet; gangways in **blue** cord carpet. **Space only sites will not be carpeted** and floor-covering will need to be ordered separately. Only approved low-tac carpet tape will be permitted.

In the **Aquatics Zone in Hall 1A**, the hall is close carpeted throughout in a grey patterned carpet – stands and gangways - and additional floorcovering will not be possible. Space only stands are permitted to lay a platform but nothing can be attached to the hall floor.

Please note that exhibitors in the Aquatics Zone in Hall 1A must also refer to the Aquatics Zone Addendum within the E-Zone – the build-up timetable and the stand building regulations are slightly different in this hall.

SECTION 1

ACCOMMODATION

As part of our ongoing dedication to provide you with a hassle free exhibition experience we have negotiated preferential rates for you at a number of Telford hotels. Please contact our booking agency directly:-

Reservation Highway
8 Wells House
Cold Bath Road
Harrogate
North Yorkshire
HG2 0NA

Tel: +44 (0)1423 525577 email: admin@reservation-highway.co.uk

If you need information on the hotels please check the list on the PATS website “Travel, Eat, Sleep”, at www.patshow.co.uk, or visit the Reservation Highway website - www.reservation-highway.co.uk/pats24. The deadline for special discounted rates is 1st August 2024 for all on-site hotels, and 30th August 2024 for all other hotels booked through Reservation Highway.

Please be aware of fraudulent hotel booking companies. Only book through our preferred hotel reservation company (Reservation Highway), or direct with the hotels.

AUDIO VISUAL EQUIPMENT

Should you require Audio Visual equipment or similar at the show this is available to hire from the venue:-

Stagecraft UK
St Quentins Gate
Telford
Shropshire
TF3 4JH

Tel: +44 (0)1952 561777

Contact- Becca Cooper

email:- sales@stagecraftuk.com

BADGES & PASSES

EXHIBITOR BADGES

All personnel working on your stand **must** wear exhibitor badges for the duration of the show. **Exhibitor badges are a formatted pdf file and must be printed and brought with you to the show. There will be badgeholders available on-site.**

To register your exhibitor badges for PATS 2024, please access the Exhibitor Zone on the PATS website – www.patshow.co.uk/exhibit/pats-ezone-login and select the Live Buzz Exhibitor login button and choose the “Exhibitor Badges” option. If you require assistance then please contact exhibitors@livebuzz.co.uk.

Please make sure all staff working on your stand have also read and understood the Site Induction document (see Health and Safety section of this manual), as passes cannot be issued until this has been confirmed.

Please note:- For access to the halls during build-up, you will be sent red PATS wristbands to wear. If you need extras of these please collect them from the traffic officer when you arrive on-site.

CONTRACTOR WRISTBANDS

All personnel employed to work on your stand during the build-up/breakdown must wear a **contractor pass** – these are red PATS wristbands. Without a contractors' wristband, access will be denied to the hall. These are NOT valid during the show open hours. To order contractor passes please complete and return the **Contractor Wristbands Form**.

Contractor wristbands will be sent out 2 weeks before each show. Don't worry if you miss the deadline – wristbands will be available to collect on-site from the venue security staff.

Please make sure all contractors working on your stand have also read and understood the CDM regulations and Site Induction (see Health and Safety section of this manual) as passes cannot be issued until this has been confirmed.

VEHICLE PASSES

If you are making any deliveries to PATS at Telford International Centre and for access to the halls, you will require a vehicle ID ticket. This will show the name of the exhibition, your company name and stand number, and must be displayed in the windscreen of each vehicle. A copy of this vehicle ID ticket is available to print off in the Forms section in the Exhibitor Zone on the PATS website – www.patshow.co.uk/exhibit/pats-ezone-login. Check your hall number:-

Stands A-E = Hall 1; stands E-J = Hall 2, stands K-Q = Hall 3; stands prefixed AZ = Hall 1A

BUILD-UP

The timetable for build-up is printed on page 4. Please note these times allocated for build-up when planning stand construction. If you are appointing your own space only stand contractors to construct your stand, please also make sure they are fully aware of this, to ensure that your stand can be built and dismantled within the allotted times. **There are no exceptions to these timings.**

All stands are to be completed and contractors clear of the halls by 0930hrs on the Sunday morning.

On arrival at the Telford International Centre, all vehicles will be directed to the Gate B Security Gatehouse.

A Vehicle ID Ticket must be completed and displayed in the front of each vehicle – this is available to download from the website. Failure to complete this will potentially delay entry to the halls. Please note this is not a parking permit for the event. The ID ticket must be displayed at all times whilst the vehicle is on-site.

Security staff will direct exhibitors and contractors to the relevant car parking area to unload onto stands. This is on a first-come, first-served basis.

During busy periods, vehicles will be held on a nominated car park until space becomes available. Vehicles will then be called forward to unload depending on the vehicle size and the space available. Once unloaded, vehicles must be moved to the allocated exhibitor parking area – again, this is on a first-come first-served basis.

Please note that security staff may place time restraints on vehicle unloading time during busy periods.

Telford International Centre will have an overflow holding area – “QE” – for large vehicles that need to wait until space becomes available, in the event that all other spaces on-site are full. Drivers will be informed of this at the Security Gatehouse and directed to the QE holding area. This will be clearly signed. On arrival

at the QE, the vehicle will be booked in, parked, and issued with a call forward pass. Please note that the pass numbers are not in the order in which vehicles are called. Vehicles will be called forward dependant on the vehicle size and the space available.

Please note that during the build-up and breakdown periods, when stand construction and dismantling is taking place, **EVERYONE working within the hall will be required to wear high visibility clothing.**

BREAKDOWN

Please refer to the timetable on page 4 of the exhibitor manual. PATS 2024 will close at 1600hrs on Tuesday 1st October 2024.

When the show closes at 1600hrs there will be 30 minutes for de-dressing your stand before the wearing of high visibility clothing becomes a requirement. **No contractors will be allowed in the halls until 1630hrs. From 1630hrs the halls will be a CDM Site and high visibility clothing must be worn within the halls.**

No children under the age of 16 will be permitted within the halls at these times. All dogs or other livestock on stands must be removed for their own safety.

Please note the times allocated for breakdown when planning stand construction. If you are appointing your own space only stand contractors to construct your stand, please also make sure they are fully aware of this, to ensure that your stand can be dismantled within the allotted times.

Exhibitors & their stand contractors must remove all products and stand-fittings by 2200hrs on Tuesday evening. Nothing can be left in the halls after this time. If any items are left on-site after these times these will be deemed abandoned and removed as rubbish and the cost of removal of any such items will be chargeable directly to the exhibitor. Please note that the charges levied by the venue for the removal of such waste are high & exhibitors and contractors must remove and recycle their own materials at the end of show.

The system for breakdown will run very much the same as for build-up. Exhibitor and contractor vehicles will be allowed access on a first-come, first served basis and directed where to park by the security team. Vehicles already on-site will be queued ready to be parked for loading.

Vehicles arriving on-site for loading at breakdown will be directed from the Gatehouse at Gate B to the QE holding area where they will be booked in and parked ready to be called forward. Please note that the pass numbers are not in the order in which vehicles are called. Vehicles will be called forward dependant on the vehicle size and the space available.

Drivers will be issued with a pass which must be handed to security at Gate B when called forward to load. They will then be directed the relevant hall and parked.

Exhibitors and contractors are requested to load vehicles quickly but safely in order that other vehicles can be called forward. Once vehicles are loaded they should leave site.

No vehicle movement within the exhibitors' car park is permitted at this time, so the fire exits are not blocked by vehicles while visitors are still within the hall. Please also refer to the TIC traffic regulations as below.

Please note:- Breakdown access will not be permitted through the front of the halls or building.

TIC Traffic On-Site Regulations

Please note the following regulations:-

- Display your vehicle identification ticket in the vehicle at all times

- Vehicles entering the TIC grounds must conform to speed limits and road signs, and requests from TIC Security

- Vehicles must not park on double yellow lines or hatched areas
- Vehicles must not park on pavements or pedestrian walkways as this may obstruct pedestrians
- Slow down when approaching junctions, narrow roadways and in areas of congestion
- Avoid obstructing points of access or exit
- A "One Way" system may be in operation and security will therefore give directions
- if your vehicle is over 7.5 tonnes please request the assistance of a Banksman from security personnel before reversing
- Vehicles parked in unauthorised areas may be removed by TIC Security

At busy times, a queuing & holding system for traffic will be in operation. Please make sure that you adhere to times allocated for loading/unloading given to you by Security personnel. If you experience difficulties and need more time then please inform a member of Security who may be able to extend your time.

Once you have unloaded your vehicle you will be directed to a car park.

CAR-PARKING

If you are staying at a nearby hotel we recommend leaving your car at your hotel and walking to the venue, or car-sharing, to free up parking spaces at the venue for your visitors.

Car parking is free of charge for up to 1300 visitors & exhibitors at PATS 2024, subject to availability. Marked disabled parking bays are available near the main entrance.

CARPET

In **Halls 1, 2 and 3**, all shell scheme stands will be carpeted in **grey** cord carpet; gangways in **blue** cord carpet. **Space only sites will not be carpeted** and floor-covering will need to be ordered separately. Only approved low-tac carpet tape will be permitted.

In the **Aquatics Zone in Hall 1A**, the hall is close carpeted throughout in a grey patterned carpet – stands and gangways - and additional floorcovering will not be possible.

The official carpet contractors are Showlite.

CATERING

Telford International Centre Catering Team will provide all of the catering at the show. If you wish to order catering for your stand please contact them directly for an order form (contact details are on page 5 of this manual), or use the links to catering forms in the Forms section.

CHILDREN

In accordance with the Health & Safety at Work Act 1974, **under no circumstances** are children under the age of 16 (including babes in arms and toddlers) allowed into the hall during build-up or breakdown. Once the show closes there will be 30 minutes before the halls become a CDM site and no under 16's will be allowed in the halls under any circumstances.

During the open days any children under 16 must be accompanied by an adult.

CLEANING

Cleaning will automatically be carried out by venue staff at the end of each day (this does not include the cleaning of exhibits). On the afternoon of build-up please try to keep the aisles clear to allow the cleaners to easily circulate in the hall ready for the aisle carpets to be laid.

CODE OF PRACTICE

Please ensure that your stand is staffed at all times during the open period of the show and that all exhibits remain displayed during the show open hours. In order that no discourtesy is shown to last minute visitors to the show, we ask that no dismantling of any displays or exhibits commence before 1600hrs or until all visitors are clear from the venue after the show closes.

COPYRIGHT ISSUES

As organisers we are unable to become involved in any issues regarding copyright – if you have any issues regarding this please use the details for ACID as below:-

ACID (Anti Copying in Design) Ltd
Fetcham Park
Lower Road
Fetcham
Leatherhead
KT22 9HD

Tel: +44 (0)800 080 3230
Email: info@acid.uk.com
Website: www.acid.uk.com

DELIVERY & COLLECTION OF EXHIBITS

Deliveries

We strongly recommend you use our appointed contractors, Exhibit 3Sixty Logistics, for any deliveries during the build-up of the show. If you are using your own courier, make sure they can deliver on the build-up days which are Friday 27th & Saturday 28th September. Deliveries to exhibitions are unlike usual deliveries to a postal address and as such there can be problems with outside couriers finding stands – we have had cases where couriers have arrived at the venue and not even asked where to find the stand, or arrived without means to unload, and have simply taken the goods back to their warehouse.

If you need a quotation for transport, please contact Matthew Williams on email – logistics@exhibit3sixty.co.uk, who can give you costs for transport from your premises and the return.

Deliveries to unmanned stands may be stored in a holding area at Telford International Centre and will need to be collected by exhibitors. Please ensure you bring your own trolley on-site.

For contact details of Exhibit 3Sixty Logistics please refer to the Official Contractors section at the front of the manual, or email logistics@exhibit3sixty.co.uk.

If you **are** intending to have any goods delivered to your stand by outside contractors, it is important that they are aware of the traffic systems in place at the venue and that you arrange for a representative of your company to be on the stand to receive the goods. Impact Exhibitions & Events Ltd cannot accept responsibility for any goods delivered to an unmanned stand. (Please refer to the “Build-up” section in this manual).

Companies using couriers to deliver their goods to their stands **must** inform the handling agent that they must provide their own means to unload, eg. trolleys/porters. These are not available at the venue. If you require the services of a forklift to unload, please make sure you book this in advance with Exhibit 3Sixty Logistics.

The full address for deliveries is:-

Stand Name, Stand Number
PATs 2024, 29th September – 1st October 2024
c/o International Centre Telford
St Quentin Gate
Telford
Shropshire
TF3 4JH

Deliveries cannot be accepted outside of the show timetable dates – if you need to have goods delivered before the build-up please contact the official lifting and forwarding contractor, **Exhibit 3Sixty Logistics**, on **+44 (0)2476 473663** or email logistics@exhibit3sixty.co.uk, as they will be able to accept your goods on your behalf and deliver them to your stand when required.

Exhibit 3Sixty will be more than happy to handle whatever you need moving both on-site and prior to the show. Please refer to **Form 5** on the PATs website, www.patshow.co.uk.

Collections

If you are arranging for goods to be collected after the show closes, please do not leave them unattended on your stand at any time before they are collected.

Impact Exhibitions & Events Ltd cannot accept responsibility for damage or loss to any stands or goods in transit to and from the show.

All products and standfitting must be removed by 2200hrs on Tuesday 1st October. Nothing can be left in the halls after this time. Any items not removed by this time will be disposed of, and costs for disposal charged directly to the exhibitor concerned.

Please also refer to **Insurance**.

DEMONSTRATION & WORKING EXHIBITS

Any demonstrations on stands must obtain written permission from the Organisers in advance of the show. Exhibitors wishing to operate machinery on their stand must ensure this in no way constitutes a fire or safety hazard or interfere with the activities of visitors/other exhibitors.

A detailed risk assessment must be carried out and submitted to Jo Scotting in advance of the show – email jo.scotting@impact-exhibitions.com. This will need to be submitted to the venue for approval. Please refer to the Health & Safety section and sample Risk Assessment form and guidance in the exhibitor manual.

DILAPIDATIONS

The use of nails, screws or bolts as fittings to the hall floor, walls and columns is strictly forbidden. Any costs incurred as a result of such damage will have to be passed on to the exhibitor.

If you have a space only site and are laying your own carpet, please make sure you use the correct low-tac carpet tape and remove this at the end of the show. The venue will charge for the removal of any carpet tape left after breakdown and these charges can be high.

DISABLED FACILITIES

On arrival at the International Centre Telford, those drivers with an official blue badge should inform the venue car park security on the main gates. They will then direct them to one of the designated parking area.

Disabled parking is available in Car Park 1 & 4, next to the main entrance. All access from the car park is on a level surface. There are automatic doors for wheelchair access into the main concourse area for TIC.

Access to the upper concourse area is via a lift in the main reception area. Please see internal signage or ask a member of staff for any assistance.

There are disabled toilets available throughout the International Centre. Locations include:-

1. Lower concourse
2. Upper concourse
3. Hall 3 Foyer
4. Hall 1
5. Hall 1 Foyer

DISTRIBUTION OF LITERATURE/ON-SITE ADVERTISING

Distributing material such as printed cards, circulars or articles is prohibited unless from your own stand. This includes the gangways surrounding your stand. No posters, logos etc will be permitted anywhere around the venue apart from on your own stand, unless agreed with the Organisers before the show as part of a sponsorship package.

If you want to find out more about possible sponsorship opportunities at PATS, please contact Gordon Thomas on 01892 862848 or email gordon.thomas@impact-exhibitions.com.

ELECTRICAL SERVICES

The Organisers have appointed **LX Exhibition & Event Services** as the official electrical contractor for the exhibition and as such they are responsible for and will carry out all electrical work on all stands. If you have booked a shell scheme stand then lighting is included on your stand as part of your stand package as follows:-

Package 1 (6-7.5m ² stand)	= 2 spotlights
Package 2 (8-12m ² stand)	= 4 spotlights
Package 3 (13-21m ² stand)	= 8 spotlights
Package 4 (22-29m ² stand)	= 12 spotlights
Package 5 (30m ² + stand)	= 16 spotlights

This lighting will be positioned at the discretion of LX Exhibition & Event Services behind your stand fascia.

Important

If you have booked a space only stand at the show, or you have a shell scheme package but you require power to your stand or any additional lighting, these must be ordered directly from LX Exhibition & Event Services. Please refer to the Electrical Order Form in the "Forms" section on the PATS website, or telephone +44 (0)800 689 9179. The order form should be returned by **6th September 2024** to avoid surcharges for late orders. For further information please contact LX Exhibition & Event Services directly on +44 (0)800 689 9179.

Please be aware that the mains supply box and cable may be located within your stand space. Wherever possible we will try to position this in a corner or in a void if there is one. Please note that the electrical supply in the halls is taken from above.

Stand Connections

Please note that should you require power during the build-up period you must use either hand powered tools or order a temporary power supply directly with LX Exhibition & Event Services. Initial connections to stands are made as early as possible. Power supply to stands will be **switched off 30 minutes** after the show closes at the end of each day with the exception of those exhibitors who have ordered and paid for 24 hour power supply.

Regulations

It is the responsibility of the exhibitor to be aware of the Electrical Regulations for the venue. Further information regarding these regulations is available from LX Exhibition & Event Services on +44(0)800 689 9179.

Pre-fabrication of installations is allowed, provided that the regulations are complied with. All on-site work, however, must be carried out by the official electrical contractor, LX Exhibition & Event Services.

During the build-up and breakdown, power must only be taken from the temporary supplies provided by the official electrical contractor. Cables must not run across gangways during build up or breakdown.

Basic Guide to Regulations for Stand Electric Installations

1. All exhibition stands will conform to the current edition of British Standard 7671.
2. Stand wiring installations shall be carried out by competent persons, qualified by training and experience, who are properly supervised.
3. All stands shall be protected by A 30Ma (RCD) Residual Current Device.
4. Lighting circuits serving more than one fitting shall not carry more than 1000watts and all sections of the wiring system shall be capable of carrying its circuit full load.
5. Flexible cords of more than 2 metres shall not be used.
6. Exhibitors and contractors are responsible to ensure that all electrical equipment and electrical items are in good condition and conform with current PAT Testing Regulations prior to being brought to site.
7. Coils of flexible cord, cable loose or on reels and forming part of the circuit shall not be permitted.
8. Multi-way plug in type adaptors shall not be used.
9. The use of trailing block 2, 3 or 4 way 13amp fused socket extension leads shall be restricted to the following:
 - One 2, 3 or 4 way unit per fixed socket outlet.
 - The total wattage of electrical items plugged into the unit shall not exceed the wattage of the fixed socket outlet ordered from LX Exhibition & Event Services Ltd. Spot checks will be carried out.
 - The units maximum 13amp (3000watts) fuse should never be exceeded.
 - 'Daisy chaining' from one extension lead to another will not be permitted.
 - Extension lead cables should be placed safely out of the way and secured where necessary to avoid trip hazards.

EMERGENCY PROCEDURES

Fire

- Please ensure that you are familiar with your nearest Emergency Exits.
- Fire extinguishers and break glasses are located next to each roller shutter door and Fire Exit within the Exhibition Halls.
- In the event of an emergency during the event you will hear the following automatic message:-

“ATTENTION, ATTENTION, AN EMERGENCY SITUATION EXISTS WITHIN THE BUILDING, PLEASE LEAVE VIA THE NEAREST EXIT”

- On hearing this message, please leave the building IMMEDIATELY by the nearest Exit in a calm and orderly manner.
- DO NOT use the lifts or attempt to take anything with you. Move well away from the building to the marked assembly points 'A', 'B', 'C', 'D' & 'E' on the car parks as directed by centre staff.
- DO NOT attempt to return to the building until either the Venue's fire evacuation controller or the Chief Fire Officer gives the all clear.
- If you discover a fire raise the alarm immediately via the nearest 'break glass' or by informing a member of staff or security.

Bomb Warning

If a bomb warning is received via the venue management or organisers the following announcement will be used to alert exhibitors:-

“STAFF CALL ZERO ONE TO ALL EXHIBITORS”

On hearing this message, please search your stand for any suspicious packages. Do NOT touch or move any suspicious objects – but inform a member of staff or security immediately.

The all clear message will be:-

“STAFF CALL ZERO TWO TO ALL EXHIBITORS”

Bomb Threat Procedure

If you receive a bomb alert:

- Ask **WHEN** is it due to go off?
- Ask **WHERE** it is placed?
- Ask **WHY** it has been placed?

KEEP THE CALLER TALKING and make a written note of the following points:-

- a) Is the caller **male** or **female**?
- b) Is the caller **old/young** – age?
- c) Any **accent**?
- d) Any **background noise** – music, traffic?
- e) Is the call from a **call box**?
- f) Does the caller sound **drunk**, is there **laughing, giggling**?
- g) Make a note of the **exact words** of the message.
- h) Make a note of the **exact time** of the message.

THEN NOTIFY STAFF OR SECURITY CALL THE POLICE – DIAL 999

FASCIA NAMEBOARDS

All shell scheme stands will have a fascia name board on each open-side of the stand on which the exhibiting company name is printed. Please complete and return the **Fascia Nameboard Form to Showlite**. If you have any queries on this please contact Robyn Richards at Showlite on 01264 365550, option 1. Exhibitors wishing to apply an alternative dressing to the fascia must make prior arrangement with Showlite.

Please note that if the nameboard form is not returned by the deadline date, the exhibiting name on your PATS stand contract will be printed. Any changes to this on-site will incur additional costs.

FIRE PRECAUTIONS

An adequate number of fire extinguishers (water type) will be positioned around the halls, with full operating instructions. These are intended to meet the general requirements of the Local Authorities at the venue. If special apparatus, display or demonstrations which are likely to increase the risk of fire are included on your stand, these must be identified in your Risk Assessment for the stand and a copy submitted to Impact Exhibitions & Events Ltd in advance of the show. Additional fire extinguishers will then be required and will need to be ordered by the exhibitor, directly with the venue.

FIRST AID

First Aid facilities will be available at all times throughout the show - there is a first aid room situated on the concourse between halls 2 & 3. Please contact a member of venue staff or the Organisers' if first aid is required.

FLAGPOLES

Flagpoles on stands must not exceed 4m in height and must be securely fastened and not encroach on adjacent stands or gangways.

FLOOR LOADS

The floor loading in halls 1, 1A, 2 & 3 is 2000kg per m2.

FURNITURE

Showlite have been appointed as the official furniture supplier for PATS.

If you have booked a shell scheme stand at the show, then furniture is included as part of your stand package as follows:-

Package 1 (6-7.5m² stand) = 2 high stools

Package 2 (8-12m² stand) = 1 high table; 2 high stools

Package 3 (13-21m² stand) = 1 round table; 2 chairs; 1 literature rack

Package 4 (22-29m² stand) = 2 round tables; 4 chairs; 1 literature rack

Package 5 (30m²+ stand) = 3 round tables; 6 chairs; 2 literature racks; 1 lockable cupboard

If you do not require your package furniture or need to cancel certain items, please let the Organisers know in advance of the show - email jo.scotting@impact-exhibitions.com with details.

If you have a space only stand and wish to order furniture, or require any additional furniture, please contact Showlite directly in advance of the show. Full details of their range of furniture can be found on their website - www.showlite.co.uk/services/furniture and can be ordered via the Additional Furniture Order Form.

Exhibitors are of course able to bring their own furniture to the show should they require extra items to those included in their stand package. Furniture ordered from Showlite will be delivered directly to your stand on arrival.

GANGWAYS

The gangways within the show are the minimum width required by law and have been subject to approval by the Local Authority. All gangways **must** be kept clear of obstructions at all times – including during the build-up and breakdown periods. No part of any stand, exhibit, light-fitting or furniture shall project over the boundary of the stand. The boundary of the stand shall be clearly defined and displays arranged as to maintain uniform gangway width.

HEALTH & SAFETY

Responsibilities & Policy Statement

Impact Exhibitions & Events Ltd takes its responsibilities as laid out in accordance with the Health & Safety at Work Act, etc., 1974 (HASAWA74) very seriously and it is vital that Exhibitors and their Contractors do the same. The Build-up, Open and Breakdown phases are covered by these and other mandatory requirements:

- Health & Safety at Work Act, etc., 1974 (HASAWA74)
- Management of Health & Safety at Work Regulations 1999
- Manual Handling Operations Regulations 1992
- Personal Protective Equipment at Work Regulations 1992
- Workplace (Health, Safety and Welfare) Regulations 1992
- Provision and Use of Work Equipment Regulations 1998
- Control of Substances Hazardous to Health Regulations (COSHH) 1999
- Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) 1995
- Building Regulations (England and Scotland)
- Environmental Protection Act 1990
- Local Authority Regulations
- Construction, Design and Management Regulations 2015
- The Coronavirus Act 2020

As Organiser, it is Impact Exhibitions & Events Ltd policy to manage PATS 2024 in accordance with the above and make the exhibition environment safe so far as is reasonably practicable. This section has been produced to provide Exhibitors with clear, simple suggestions for understanding and implementing a suitable and sufficient safety management programme to comply with Health & Safety procedures. To this effect, Impact Exhibitions & Events Ltd has provided medical and security facilities on-site at both shows. A Safety Notice will be distributed during build-up by TIC Management which should be kept in a prominent place on your stand or distributed to all your stand staff.

Exhibitors' Health & Safety Declaration

For access to this exhibitor manual and forms it was compulsory that ALL exhibitors completed the **Health & Safety Declaration** on the PATS website. This provides details of the contact name and number on-site for any health and safety issues and confirms:-

As an exhibitor you have a duty under the Health & Safety at Work Act 1974 to ensure all personnel contracted by you are aware that they have a responsibility, so far as is reasonably practicable, for the health, safety & welfare of all employees, and that any plant or systems of work which may be used are, so far as is reasonably practicable, safe and without risks to health. This includes that all employees are provided with information, instruction, training and supervision to ensure not only their health & safety but also that of others working or attending the vicinity.

Under the Reporting of Injuries, Diseases or Dangerous Occurrences Regulations 1995, an employer will be required to notify the enforcing authority when there is an accident resulting in death or major injury, or any notifiable dangerous occurrence. May we remind exhibitors that you are obliged to report incidents and near misses to the Organisers' Office on-site.

If you have any queries on any aspect of this, please contact Jo Scotting at Impact Exhibitions & Events Ltd, email jo.scotting@impact-exhibitions.com. Please also refer to the emergency procedures for the venue under “**Emergency Procedures**” in this manual.

Risk Assessment

Every exhibitor must undertake a Risk Assessment of their stand prior to the exhibition, identifying the hazards present on-site and ways in which these hazards can be controlled.

Any exhibitor with items that require extra precautions such as machinery, vehicles, chemical substances, etc., will need to supply a copy of this Risk Assessment Form for their stand. To help with this there is a **Risk Assessment Form** under the Forms section on the PATS website, together with a step-by-step guide to completing it. For any queries, please contact Jo Scotting on +44 (0)1892 862848 or email jo.scotting@impact-exhibitions.com.

This risk assessment needs to be submitted to us as Organisers if there are specific hazards identified or if you have a space only stand at the show.

Construction, Design & Management Regulations (CDM)

In accordance with the Construction, Design & Management Regulations – (CDM) - concerning the build-up and breakdown of ALL exhibitions in the UK, the Site Induction document, which can be found on the PATS website, must be read by **all exhibitors** at PATS prior to arriving on-site. **You must ensure ALL employees/contractors who will be on-site during the build-up and breakdown period (and require exhibitor badges) have also read the Site Induction. Passes will not be issued until this has been read and Form 1 returned.**

Nobody will be permitted access to the halls during the build-up and breakdown without their exhibitor or contractor passes.

The other regulation to note is that during the build-up and breakdown periods, when stand construction and dismantling is taking place, **EVERYONE working within the hall will be required to wear high visibility clothing.**

At breakdown there will be 30 minutes for de-dressing your stand before the wearing of high visibility clothing becomes a requirement. **Please make sure you bring high visibility gilets/clothing with you for the breakdown. These are also available to purchase from TIC reception if required.**

Livestock on Stands

If you intend to have a dog or any other animals or livestock on your stand you need to let the Organisers know the details at least 4 weeks prior to the show, as these must be submitted to and approved by the venue. There is a form at the rear of this manual – **Livestock on Stands Form** – which contains all of the relevant regulations and details. Please complete and return to Jo Scotting at Impact Exhibitions & Events.

Please note:- No animals or livestock will be permitted at the venue without submitting a Livestock on Stands Form before the show. Please also refer to the Items of Special Risk Form.

Any dogs/animals brought on-site **MUST** be removed from the halls within the first 30 minutes of breakdown, before the venue becomes a CDM site, for safety and welfare reasons.

Visitors will NOT be permitted to bring dogs to PATS (with the exception of assistance or service dogs).

In addition, exhibitors bringing fish shall not be permitted to display:

Dyed fish – whether by dipping, injecting, tattooing or lasering. (Enhancing colouration by dietary inclusions is acceptable)

Surgically altered or GM fish – for instance fish whose fins have been clipped or shaped

Any fish that has had procedure carried out on which in the opinion of the organisers would have been prohibited if carried out in the UK.

If any such fish are displayed then the organisers will require their immediate removal from view and their removal from the site at the first practicable opportunity.

General Health & Safety Regulations

Below are some of the principal areas that need to be brought to the attention of contractors and exhibitors. Whilst this is not an exhaustive list, it covers the common problems regarding health and safety created by lack of information and/or poor organisation. For full and latest regulations please refer to the exhibition E-Guide - <https://www.aev.org.uk/e-guide>.

1. Each exhibiting company must appoint a person who is responsible for health and safety matters on their stand at the show and the Organisers must be advised in advance of the name and mobile contact details via the Health and Safety Declaration and Risk Assessment Forms. These are compulsory forms.

2. The Exhibitor responsible for the stand must ensure that a suitable and sufficient assessment of risks to the health and safety of employees whilst they are at work, or persons not in his employment during their time at the show, has been carried out. This Risk Assessment must be submitted to the Organisers in advance of the show.

3. Every employer has a duty to co-operate with other employers (e.g. Exhibition Organisers or other exhibitors) when sharing a workplace, whether temporarily or permanently.

4. Exhibitors & contractors must have an understanding of the Fire and Emergency Procedures and the location of the First Aid Centre (between halls 2 and 3). All incidents must be reported to the Organisers, including “near misses”.

5. Exhibitors & contractors must maintain emergency gangways, throughout the show, including build-up and breakdown, and ensure that good housekeeping is maintained in all work areas, thereby minimising hazards and allowing any remaining hazards to be easily identified. Gangways must not be used as trading areas.

6. Any accidents or near misses should be reported to the Organisers Office and all hazards removed.

7. All stand staff and contractors need to wear suitable protective clothing relevant to their job, which includes eye, hearing, foot and hand protection. PPE is used only where other protective measures have been considered unrealistic, i.e. PPE is the last line of defence when all other alternatives have been considered. That PPE must be suitable and sufficient for the job and employees trained in its uses and limitations.

High visibility clothing must also be worn by all staff on-site during the build-up and breakdown.

8. Exhibitors are responsible for the safe use and storage of flammable liquids and substances and segregation from waste and other risk areas. Full compliance with the COSHH regulations is required & full details must be submitted to the Organisers.

9. Portable power equipment must only be used for the purpose for which it was designed and that safety guards are correctly fitted and used and operated by fully trained and certified personnel.

10. Portable electrical tools must be used with the minimum length of trailing leads and that such equipment is not left unattended with a live power supply to it. Trailing leads and electrical cables must not

cross over gangways/passageways or fire exits. Any work using power or hand tools is to be restricted to the stand space, i.e. no drilling or sawing in the gangways.

11. Any work area must be maintained free from general waste materials which could cause hazard to operatives.

12. All materials used for construction or display must be to Local Authority Standards and not less than British Class 1 standards of flammability.

13. All construction materials, ladders, trolleys etc must be removed from the halls prior to any public entering the show. Similarly, no contractors will be permitted access for breakdown until all members of the public have vacated the show.

14. The abuse of alcohol, drugs and other substances can affect work performance and safety. Any person found to be under the influence of alcohol, drugs or other substances which, in the opinion of the Organisers and their representatives constitutes a danger to themselves or any other person will be removed from the hall by security. If necessary, further action will be taken to remedy the situation.

15. Storage of empty boxes and surplus goods must be arranged by the exhibitor in advance, to ensure they do not cause any obstruction or hazard on the stand during the open days of the show. Nothing can be stored behind or between stands during the show.

16. Planning of stand construction and dismantling must take into account the strict timings for build-up and breakdown at the show. Nothing can be left in the halls at the end of breakdown.

You must ensure ALL employees/contractors who will be on-site during the build-up and breakdown period have also read the Site Induction.

INSURANCE

Whilst we, as Organisers, will take every precaution to ensure your property is safe and secure during the event we cannot be held responsible for any loss or damage. Exhibitors are also required to insure against any legal liability incurred in respect of injury or damage to property belonging to third parties and ensure they have adequate insurance protection. **The minimum public liability insurance required at the show is £5,000,000.** For advice on this and the required amount of cover we recommend you contact your (FSA regulated) insurance broker.

If you need any further information please contact us.

LADDERS

There will not be any ladders or step ladders available to hire or borrow at the venue. If you need to work above floor height please make sure you have the means to do so safely and with the appropriate training.

LIFTING & FORWARDING

We've appointed **Exhibit 3Sixty Logistics** as our official contractor for all your lifting and forwarding requirements. As always they are great value for money, please contact them for any quotations. If you need goods brought from your offices and delivered to your stand or just need help to unload, please contact Matthew Williams at Exhibit 3Sixty who will be happy to advise you, email logistics@exhibit3sixty.co.uk.

If you need advice on customs clearance, use of Eori number, assistance with handling and importing from Europe, please contact Exhibit 3Sixty Logistics who will be delighted to assist.

If you require the service of a forklift truck, either during the build-up or breakdown of the show,

please ensure that you arrange it in advance with Exhibit 3Sixty as it needs to be ordered in advance of the show. Please refer to Form 5.

Exhibit 3Sixty Logistics will be calling you to confirm your requirements.

Exhibit 3Sixty Logistics
Contact: Matthew Williams
Tel:- +44 (0)2476 473663
Fax:- +44 (0)845 5278141
Email:- logistics@exhibit3sixty.co.uk

MUSIC (PPL & PRS LICENCES)

If you intend to play music on your stand during the course of the exhibition, you are required by law to obtain a music licence from both PPL (Phonographic Performance Ltd) and PRS (Performing Rights Society).

A PPL Licence is required for the use of all 'Sound recordings' (ie CD's, tapes, DVD's & Video etc.) The PPL collects royalties on behalf of the record labels. **Telford International Centre holds a PPL licence which covers all events at the venue.**

A PRS Licence is required for all exhibitors playing any form of music such as CD's, tapes, DVD's, Video and live music. The Performing Rights Society collects royalties on behalf of the composers. **You will need to arrange a PRS Licence directly with them.** For the PRS licence please contact:-

Performing Right Society (PRS for Music)
Tel:- 0800 0155937
www.prsformusic.com

ORGANISERS' OFFICE

The Organisers' Office for PATS 2024 will be located in the office suite just outside the hall 1 entrance to deal with any queries you may have on-site. The offices will be open from 0800hrs on the Friday of build-up and throughout the show. Feel free to pop in for a tea or coffee at any time.

RIGGING

Rigging over a stand is dependent on various factors including location within the hall and show signage. Full details including materials to be used must be submitted for approval. Exhibitor rigging will only be permitted over exhibitors' own stands. There will be a maximum fixed banner depth (or height) of 2m.

If you require any additional information on rigging details or costs please contact TIC Stagecraft, telephone +44 (0)1952 281500 or email sales@stagecraftuk.com. Stagecraft will quote on an individual basis for any exhibitor wishing to rig over their stand and would need advance details of what was to be rigged, including materials used and fixings.

SECURITY

There will be security cover at the show from 0800hrs on the Saturday of build-up until 2200hrs on the Tuesday night (breakdown evening). There is also CCTV in certain areas of the venue.

However, exhibitors should ensure that their goods are safeguarded at all times, particularly during the build-up and breakdown and that they have adequate insurance to cover their participation at the show.

Nightsheets can be ordered from Showlite, please refer to the **Shell Scheme Accessories form** in the “Forms” section on the PATS website.

SHELL SCHEME SPECIFICATION

The shell scheme provided at PATS is the Octanorm system, the details of which are below, provided by Showlite. If you require any further information on your particular stand, please contact Robyn Richards at Showlite by email rrichards@showlite.co.uk or call 01264 365550, option 1.

Walling

Wall panels are 2.5m high x 1.0m wide (990mm to centre of poles) 3mm thick white foam PVC and framed with **white** powder coated aluminium upright posts either side and 70mm beams top and bottom.

Ceiling

Diagonal aluminium (criss-cross) open grid ceiling which gives the structure rigidity and provides convenient fixing points for lighting.

Height

Floor to top of ceiling grid 2.5m. Floor to underside of ceiling grid 2.43m

Fascia

300mm deep fascia capped on top and bottom.

Nameboard

The nameboard is attached to the fascia and displays your company name and stand number. Please complete and return the **Nameboard Form** to Showlite. Please note that if the nameboard form is not returned by the deadline date, the exhibiting name on your PATS stand contract will be printed. Any changes to this on-site will incur additional costs.

SHELL SCHEME REGULATIONS

All work on your shell scheme stand will be carried out by Showlite, the official shell scheme contractor at the show. Please remember that **you are not able to use screws, nails, staples, pins or glue on the shell scheme, nor paint the shell scheme panels**. Any charges for damage caused to the shell scheme will be passed directly to the exhibitor.

Velcro (hook & loop), double-sided low-tac tape, sellotape and blue tack can all be used on the shell scheme. Showlite will be happy to advise on suitable fixings for your exhibits and displays and can supply their own range if you require anything – please contact Robyn Richards at Showlite on +44 (0)1264 365550, option1, or email rrichards@showlite.co.uk. If you need to hang heavy objects please contact them directly for advice.

The maximum height for any interior display, showcases or construction is 2.43m (from floor to underside of ceiling grid). **If you are bringing graphics, or intend to construct display panels or similar within your stand you must check that this will fit within the shell scheme system. The Octanorm panel sizes are shown below:-**

Nominal Display Size	True Panel Size	Visible Panel Size
Full Height 1m Panel	w970 x h2354mm	w950 x h2340mm
Half Metre Wide Panel	w475 x h2354mm	w455 x h2340mm

If you are having graphics produced we would recommend you order graphics from our shell scheme contractors, Showlite, who will also be on-site at the show – rrichards@showlite.co.uk.

SLAT WALLING

If you require slat walling on your stand this can be ordered directly with Showlite via the Shell Scheme Accessories Form. If you have any queries on this please contact Robyn Richards at Showlite on 01264 365550, option 1. Slat walling panels are white; panels in other colours can be ordered on request. Please specify on the form whether you require any hooks in addition to this.

SMOKING

The venue is a non-smoking venue. This includes E-Cigarettes.

SPACE ONLY STAND REGULATIONS

If you have a space-only site at the show, you have a legal obligation to build your stand to the required standards as outlined by the venue and local authority regulations below.

Please note that exhibitors in the Aquatics Zone in Hall 1A must also refer to the Aquatics Zone Addendum in the E-Zone – the build-up timetable and the stand building regulations are slightly different in this hall.

Height Restrictions

Maximum build height at PATS is up to **4 metres**. Under no circumstances will any exhibitor be allowed to build above 4m.

Submission of Plans

A set of technical drawings for every space only site must be submitted to the Organisers by 6th September 2024, together with the risk assessment, method statement and construction phase plan. Please also complete and return the **Space Only Stand Plan Submission Form**.

The drawings must include all dimensions, building material used, a ground plan and an elevation drawing.

Space Only Exhibitors must erect dividing walls between themselves and adjoining stands, extending to the boundaries of the stand. These walls shall be a height of 2.5metres.

A minimum of 50% of any front is to remain open. Open sides may not be blocked off.

Where the stand walls (including towers) exceed 2.5 metres in height, they must be suitably clad and decorated on the reverse side to the requirements of the joining exhibitor, but carry neither titles, devices, advertising matter nor exhibits where the elevation overlooks the lower stand.

Written approval and/or comments will be returned to the exhibitor or contractor submitting the plans. Approval must not be assumed until written approval is received.

You must submit your stand plan & form together with Method Statement/Construction Phase Plan and Risk Assessment no later than 6th September 2024 to:-

Jo Scotting
Impact Exhibitions & Events Ltd
Unit A2, Speldhurst Business Park
Langton Road
Speldhurst
Kent
TN3 0AQ email:- jo.scotting@impact-exhibitions.com

If stand plans are not received, or submitted after the deadline date, building will not be allowed to begin until approval has been received from the Organisers. Late submission can result in non- approval of stand

plans.

Submission of Risk Assessment

It is a requirement that all exhibitors submit a Risk Assessment.

An assessment of risk is a careful examination of all activities that could cause harm to people. The aim is to make sure that no one gets hurt or becomes ill by taking all practicable, foreseeable precautions to prevent them or adequately control them.

Please refer to Risk Assessment form in the Forms section of the PATS website.

Construction Phase plan & Method Statement

A Construction Phase plan & Method Statement must be submitted with a risk assessment and detail the process of constructing and dismantling your stand on-site.

Please refer to the timetable for build-up and breakdown when planning the construction and dismantling of your stand to ensure these timings can be adhered to.

STAND BUILDING REGULATIONS (SPACE ONLY SITES)

The following regulations are set by the venue and must be considered and adhered to when planning and building your stand. This list is not exhaustive and for full and latest regulations please refer to the exhibition E-Guide - <https://www.aev.org.uk/e-guide>.

Any goods attached to stands will constitute part of your stand and will therefore also be subject to these regulations.

1) Complex Stands

Complex stands are not permitted without special clearance from the Venue Management and the prior written permission of the organisers. A complex structure is any form of construction of any height, which would normally be designed by an engineer and/or has, through a risk assessment, been found to provide significant risk. Structures over 4m in height, multi-storey stands and all suspended items are considered to be Complex Structures unless demonstrably simple and of no significant risk.

Examples of complex structures:-

- stands over 4m in height
- multi-storey stands
- viewing/service platforms
- suspended items, eg. lighting rigs

2) Constructions and Finishing

i) The construction of stands, signs and fascias shall be of the following materials:-

- a) Non-combustible material
- b) Inherently non-flammable material
- c) Durably flame proofed fabric
- d) Self extinguishing plastic material
- e) Plywood, hardboard, pulpboard or fibreboard rendered flame retardant by a process of impregnation acceptable to the Authorities and bearing a distinguishing brand mark to indicate that it has been impregnated.
- f) Timber of any thickness impregnated and branded as (e) above. Except that counters and floors of stands may be of natural timber of minimum thickness of 25mm nominal or chipboard, blockboard, etc. of a minimum thickness of 18mm finished thickness. Timber framing of stand may be of natural unproofed timber of a minimum thickness of 25mm (nominal).

ii) The applied decorative finished of stands may be of a natural (unproofed) timber of a minimum thickness of 25mm (nominal) provided that:

- a) The areas of vertical wall surfaces shall not exceed twice the exhibition floor area occupied by the stand
- b) Externally it shall be so arranged as not to be continuous with similar timber treatment of an adjoining stand, and
- c) Internally and extending to within 600mm of fabric ceiling, such fabric shall be of inherently non-flammable or durably flame-proofed material.

iii) Wood, chipboard or blockboard (neither less than 18mm finished thickness) may be used in the construction of internally lit units, display plinths and similar fitments and for display screens or panels, provided that these screens or panels are not of such a size as to form internal partitions.

iv) Where natural timber is used for floors, it shall be close jointed. Panels of chipboard, blockboard or plywood etc, of a thickness less than 18mm may be used in the construction of stands, providing that has Class 1 rating when tested in accordance with the provisions of BS476. Where such materials have an applied finish of plastic or similar decorative materials, this should be carried out with the materials in its final decorated state. Where such materials are decorated on both sides and therefore brand marks are not possible, the authorities will require the production of a certificate from a recognised fire-testing laboratory to the effect that the material conforms to the above specification.

NB. If impregnated materials referred to above are unbranded, the Authorities will require the production of a certificate bearing the signature of a processing firm to the effect that the required impregnation process has been applied.

3) Construction around stoves, etc.

Non-combustible material shall be used throughout the construction of any stand upon which fireplaces, stoves, running electrical machinery or other apparatus involving risk of fire are used. Provided that if only a small part of the stand is used for such apparatus, this condition will be deemed to have been complied with if, non-combustible materials etc, are used in proximity to the apparatus, or if in the opinion of the Authorities sufficient protection against fire is otherwise afforded.

4) Disabled Access on Stands

The Disability Discrimination Act states that all service providers have to make it possible for all customers, no matter what their disability, have equal access to all services and locations. This relates to all service providers including exhibitors. It is in your own interests to ensure that your stand is accessible for all customers so if you are building a platform on your stand please ensure you take this into account.

5) Display Features etc

Display fitments, unless recognised and approved articles of shop furniture, shall be of materials in accordance with above and paper streamers or similar decorations are prohibited. Small cardboard showcases and price tags are not included in this prohibition.

Showcases and cabinets, if provided with internal illuminations, shall be adequately ventilated and if glazed, plate glass must be used.

6) Dust-Creating Activity

No dust producing activities will be permitted within the halls at any time. Any such operations must be carried out outside and using mechanical extraction at source.

7) Fabrics used in display

Textile fabrics used for interior display purposes on stands must be flameproof or purchased already treated by use of the approved chemicals. Certain fabrics used need not be proofed, i.e. wool, twill and felt.

Textile fabrics used for interior decorative purposes within stands must be fixed taut and/or in tight pleats (not draped) to a solid backing and secured 3" above floor level and not touching light fittings.

Except as defined above, scenic backcloths and other fabric decoration shall not be provided except with the consent of the Authorities in writing.

8) Gangways

All gangways at the show are the minimum width required by the venue. Under no circumstances will exhibits, stand dressings, tables/chairs etc. be allowed to encroach into gangways. Offending items are likely to be removed by venue staff.

9) Night Sheets

Night sheets when provided shall be inherently non-flammable to the satisfaction of the Authorities. While stands are in use night sheets shall be kept in a position approved by the venue and shall be firmly secured in a rolled-up position so as not to cause an obstruction.

10) Painting

Decorating, generally, shall be executed in water-based paints. Oil bound paint may be used in small quantities only for items such as sign writing, picking out of mouldings, etc.

Except with the special consent of the Authorities, first obtained in writing, no stand, etc, nor part thereof shall be surfaced or otherwise treated with cellulose paint or other substance with a low flash point or for any other dangerous reason.

11) Plastics

Plastics must conform to CLASS 1 fire regulations – ICI Darvic, Lexan and Macralon are acceptable. PERSPEX must not be used.

12) Plastic Materials

Plastic materials (having a classification below 'Class 1 BS476) shall not be used for showcases, counters, shelves and fittings and their use for other purposes shall not be permitted without prior consent of the venue management in writing.

13) Protection of Roofs and Stands

Portions of stands within 2.0m of a perpendicular drawn from any raised tier, staircase, etc, from which any lighted objects can be dropped shall:-

a) If used for display of readily flammable articles, be provided with a ceiling constructed of materials specified above.

b) If provided with a non-durable treated fabric ceiling, be protected from above with materials specified above.

c) Solid materials may not be used for roofing of stands or portions of stand beneath the sprinkler outlets.

14) Sealing off of cavities

Spaces beneath raised ceilings and platforms and all cavities including those between and behind stands shall not be used for any purpose other than for electrical and other services and shall be sealed off. Suitable traps shall be provided to give access to electrical and other service boxes, mains, stopcocks, etc. and such traps shall be unobstructed.

15) Stand dressing

Plastic flowers are highly flammable and give off toxic fumes – these must not be used for stand dressing.

16) Storage

No excess stock and literature or packing cases may be stored on, around or behind stands. Any storage areas must be built into your stand design.

17) Textile Fabrics

Textile fabrics, other than those referred to above, used for interior decorative purpose shall:-

a) Be rendered non-flammable to the satisfaction of the Authorities.

b) Be fixed taut and/or in tight pleats to a solid backing as specified above and secured at floor level by a 75mm deep skirting, except that such solid backing will not be required to curtaining of window features or to fabric ceilings not inclined at a greater angle than 20° to the horizontal.

NB. Curtains to openings or recesses, where permitted by the authorities, will be required to be of inherently non-flammable material or a material rendered non-flammable to the satisfaction of the Authorities.

18) Timber used in stand construction and displays

All timber under 1" thick must be impregnated (pressure process) to CLASS 1 standard. Boards, plywood, chipboard, etc. must be treated in the same way if they are under ¾" thick – timber over 1" thick need not be treated. Treated boards will have BS476 CLASS marked on them.

19) Vehicles on display

Fuel tanks must be sealed. All vehicles used for display purposes must have minimal fuel in their tanks (i.e. fuel light on) and batteries disconnected at all times (if vehicle pre-dates 1984). This is notifiable in advance of the show and must be approved by the Organisers.

Electric vehicles should have sufficient charge for the duration of the event, including removal at breakdown.

The running of engines during the open days is strictly prohibited.

Please note that exhibitors in the Aquatics Zone in Hall 1A must also refer to the Aquatics Zone Addendum in the E-Zone – the build-up timetable and the stand building regulations are slightly different in this hall.

SPACE ONLY SITE STAND CONTRACTORS

If you have booked a space only site at the show and need to appoint a stand contractor to design and build your stand, the following companies would be happy to provide a quotation:-

Showlite Ltd

Website:- www.showlite.co.uk

email:- info@showlite.co.uk

Telephone:- +44 (0)1264 365550, option 1

Stagecraft UK

Website:- www.stagecraftuk.com

email:- sales@stagecraftuk.com

Telephone:- +44 (0)1952 561777

Quattro Display Ltd

Website:- www.quattrodisplay.com

email:- sallyg@quattrodisplay.com

Telephone:- +44(0)1527 918949

STAND MODIFICATION/MODULAR DISPLAY STANDS

If you have a shell scheme stand at the show and you want us to remove the ceiling grid/fascia on your shell scheme stand and bring your own modular or "pop-up" display system, this is possible, but please be aware that this request will have to be checked and agreed by the Organisers in advance of the show. Package lighting would also need to be cancelled as this is designed to fit behind the fascia.

Please do bear in mind that the maximum build height for this is 2.5m, and that plans must be submitted to us in advance of the show for approval before any building can commence. The information to consider is:-

- Please let us know what needs cancelling, i.e. all shell scheme, just fascia/ceiling grid, carpet, furniture
- any open sides must be kept open;
- the maximum height for any structure is 2.5m

- plans must be submitted to the organisers in advance of the show, together with a risk assessment, and including a contact name and mobile number for on-site

- package lighting can be swapped for one electrical socket (for your own lighting) upon request, anything additional needs to be ordered and paid for directly with LX Exhibition & Event Services

If you would like to do this, please email jo.scotting@impact-exhibitions.co.uk, or call 01892 862848.

SHELL SCHEME STAND PACKAGES

There are 5 types of stand package available to **shell scheme exhibitors**:-

	Shell scheme	Furniture	Electrics
Package 1	6-7.5m2	2 high stools	2 spotlights
Package 2	8-12m2	2 high stools 1 high table	4 spotlights
Package 3	13-21m2	2 chairs 1 round table 1 literature rack	8 spotlights
Package 4	22-29m2	4 chairs 2 round tables 1 literature rack	12 spotlights
Package 5	30m2 +	6 chairs 3 round tables 2 literature racks 1 lockable cupboard	16 spotlights

Please note:- Stands under 6m2 will include 2 spotlights but no furniture.

If you require **additional items of furniture** these are available to order directly from our official furniture supplier, **Showlite**, on 01264 365550 (option 4), or email furniture@showlite.co.uk.

Should you require power to your stand or would like lighting in addition to that included in your stand package, please contact **LX Exhibition & Event Services** or complete and return the **Electrical Order Form** in the "Forms" section on the PATS website.

Please note there are strict deadlines for electrical orders and surcharges apply after these dates. See also "Electrical Services".

STAND SIGNAGE/GRAPHICS

If you require assistance with graphics to enhance your stand at PATS, then Showlite could help. As the recommended graphics supplier to the exhibition, they can supply a wide range of graphics that can be integrated into your shell scheme stand.

They will help take the headache out of stand planning, as the graphics will be delivered and positioned on your stand during the build-up.

For further details please refer to the Shell Scheme Accessories Form, email rrichards@showlite.co.uk, or telephone Robyn Richards on +44(0)1264 365550, option 1.

Octanorm panel sizes are:-

Nominal Display Size	True Panel Size	Visible Panel Size
Full Height 1m Panel	w970 x h2354mm	w950 x h2340mm
Half Metre Wide Panel	w475 x h2354mm	w455 x h2340mm

STORAGE

It is the responsibility of the exhibitor to pre-arrange storage of empty cases or excess stock prior to arriving on-site – please ensure you have organised this in advance. **Unfortunately there is no free of charge storage available on-site at the show.**

For your convenience we have appointed **Exhibit 3Sixty Logistics** as the official contractor for storage (& lifting and forwarding at the show). Their contact details are:-

Exhibit 3Sixty Logistics
Contact: Matthew Williams
Tel:- +44 (0)2476 473663
Email:- logistics@exhibit3sixty.co.uk

Exhibit 3Sixty Logistics can also offer a complete storage and transport service for you. Please contact Matthew Williams directly for further details or a quote.

TELEPHONE LINES / WI-FI / ISDN & ADSL LINES

At International Centre Telford, there is free wi-fi available if you need to check emails or contact the office whilst on-site.

If you need a reliable, permanent connection for your stand, the cost for a 10mb hardwire internet connection to the stand is £355 plus VAT.

If you require a telephone, wi-fi, ISDN or ADSL line on your stand, please refer to the **Communications Form** via the online portal or contact:-

Stagecraftuk
St Quentins Gate
Telford
Shropshire
TF3 4JH
Tel: +44 (0)1952 561777
Fax: +44 (0)1952 281553

Contact- Becca Cooper

Email:- sales@stagecraftuk.com

TEMPORARY STAFF

If you require temporary staff on your stand for promotions etc, the registration company LiveBuzz may be able to assist. Within the LiveBuzz hub on the PATS website there is an “Event Staffing” button.

If you have any queries please contact LiveBuzz directly - email exhibitors@livebuzz.co.uk .

TROLLEYS

Please ensure that you bring your own trolley to transport goods to your stand. Unfortunately there are no trolleys available for hire or loan at the show. Also, please ensure that any delivery companies/couriers delivering to your stand on your behalf have the necessary equipment to unload and transport the goods.

WATER & WASTE

Water supplies and liquid waste disposal for stands can be made available in certain areas of the venue – if you require water to your stand please ensure you let us know as soon as possible as supplies need to be ordered in advance of the show.

If you require a water and/or waste facility on your stand please contact TIC Stagecraft on +44 (0)1952 281600.

Please note:- Unless you have booked a waste connection with Stagecraft then under no circumstances must any water be disposed of inside the venue. If you have a large amount of water on the stand you must book in with Stagecraft to empty this at breakdown. Water can also be carried and emptied by hand outside the halls in the designated area during breakdown. No water must be emptied into the hall ducting.

The following regulations regarding water on stands apply at the venue:-

1. General

Water and water equipment shall at all times be used in such a manner as not to interfere with the safety of anyone in the venue. Arrangements for filling and subsequent removal of water must be agreed with the venue or the venue's official contractor. Under no circumstance can connections be made to fire hydrant points, nor should water be discharged onto the floors, into ducts or any other unauthorised part of the premises.

2. Bathing Pools, Water Features and other Large Vessels

All equipment and/or exhibits are required to conform to HSE approved code of practice L8 'The control of Legionella Bacteria in Water Systems' (ISBN 0-7176-1772-6). By-laws of the relevant Water Authority must also be adhered to.

Exhibitors must advise the Organisers, in advance of the show, of the nature of any equipment or exhibit(s) for which a foreseeable risk is identified and is capable of generating an aerosol spray (eg. Fountain, whirlpool spa, humidifier etc). An assessment of any source of risk (including a written scheme for prevention and control of the risk) must be submitted to the Organisers prior to build up of the show. This will then be sent to the venue in accordance with their regulations. A nominated person should be responsible for ensuring that suitable arrangements are in place to properly implement, manage and monitor, in accordance with the written scheme, and it is strongly advised that records of the precautions taken are kept for at least 1 year after the show.

Please note that exhibitors in the Aquatics Zone in Hall 1A must also refer to the Aquatics Zone Addendum in the E-Zone – the build-up timetable and the stand building regulations are slightly different in this hall.

WATER ON STANDS – ITEMS OF SPECIAL RISK

NEW:- If you are planning on having water on your stand at PATS you must complete and return the **Water on Stands - Item of Special Risk Form** to the Organisers at least 2 weeks before the show, with details of **all water on stands**. This is to include any ponds, tanks, fountains, or any item on the stand which is capable of producing a mist or water vapour. This form is an assessment of any source of risk, including a written scheme for prevention and what control measures are in place to reduce or remove the risk. This will then be sent to the venue in accordance with their regulations. All equipment and/or exhibits are

required to conform to HSE approved code of practice L8 'The control of Legionella Bacteria in Water Systems' (ISBN 0-7176-1772-6). By-laws of the relevant Water Authority must also be adhered to.

A nominated person on-site must be responsible for ensuring that suitable arrangements are in place to properly implement, manage and monitor, in accordance with the written scheme, and records of the precautions taken are kept for at least 1 year after the show.

WELCOME PACKS

There will be a Welcome Pack at PATS 2024 for every stand, including a free Show Catalogue which will be delivered to your stand during the build-up (one pack per exhibiting company).

Don't forget to check in the pack for details of the **Exhibitor Drinks Reception**, being held after the show closes on Sunday evening.

SECTION 2 – MARKETING AND PR

INTRODUCTION

This is your opportunity to make the most of your presence at PATS 2024. We've put this Marketing & PR Section together to summarise and simplify your options to ensure all your customers know you will be exhibiting at PATS.

There are a great range of opportunities available to help with this, most of which are free to all exhibitors. This section includes details of free PR, free catalogue entry, free New Product Awards entry, sponsorship and much more.

We are working with numerous 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 and your promotion.

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 +44 (0)7595 442601 by **19th July 2024**.

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

PRESS & PR

The PATS press office is here to help make PATS 2024 a success for all exhibitors. It provides a comprehensive and free of charge service to 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 to assist visiting journalists who want to discover factual details about exhibitors' products and services, or see the latest entries in the PATS New Products 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 +44 (0)7595 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 or if you will be hosting a celebrity on your stand, please do let us know as soon as possible before the show. 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 **19th July 2024**. This will allow enough time for your story to be included in the September media previews. You can also upload any press releases to your exhibitor profile via the PATS Ezone, www.patshow.co.uk/exhibit/pats-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 visitors, this again may be of interest to the pet trade media. We can display this information ahead of the show on our website and we will inform the media in advance if you provide details about your exciting at-show offers and events.

KEY TRADE MEDIA CHECKLIST

Printed media (UK)

Title	Contact	Email
PBW News	David Rees (editor)	david.rees@lewisbusinessmedia.co.uk
PPM	Michael Hallam (editor)	michael.hallam@warnersgroup.co.uk
Practical Fishkeeping Magazine (PFK)	Nathan Hill (editor)	nathan.hill@bauermedia.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 & GTN Xtra	Trevor Pfeiffer	trevor@pottingshedpress.co.uk
PBW News	David Rees (editor)	david.rees@lewisbusinessmedia.co.uk

International Media

Pets International	Philippe Vanderhoydonck	content@pets.nl
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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)	Susan Fairley	susan@petquip.com
PIF (Pet Industry Federation)	Alexandra Baker	alexandra.baker@petfederation.co.uk

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.

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 2024. Simply access your company profile via the PATS website Exhibitor Zone and upload your press releases. These will then appear on the PATS website. If you have any issues contact joanna.bladon@impact-exhibitions.com.

Your press release should:

- include 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 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.

DIGITAL 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.

Add a PATS “button” onto your own company website

We encourage you to add the **PATS logo** to your website, to provide a simple and quick link with the PATS 2024 website and registration page. The more exhibitors who use this, the increased awareness and registrations potential for PATS 2024 ... 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.

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.

Social Media

We post regularly about our exhibitors across a number of social media platforms including Instagram, LinkedIn & X. Upon request, we can create dedicated posts and stories focusing on exhibitor brands. We will try to accommodate as many requests as possible.

Just send a high-res image and paragraph of up to 100 words to hattie.king@impact-exhibitions.com to be featured and to promote your brand as much as possible.

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 2024. 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 Digital PATS Red Book (these must be submitted by **9th August** for inclusion).

Every exhibitor is offered the opportunity to promote their show-only deals – simply complete and return **Form 6 as soon as possible for maximum publicity.**

SHOW CATALOGUE

Your free 100 word catalogue entry will automatically be taken from your PATS website online entry, 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@impact-exhibitions.com

Copies of the official catalogue will be distributed to the trade with the September issue of *pbwnews* and further copies will be given to visitors at PATS Telford.

Details of how to advertise alongside your free catalogue entry will be available shortly.

SHOW FEATURES

PATS 2024 NEW PRODUCT SHOWCASE & AWARDS

The PATS New Product Showcase is the premier, UK-based new product showcase for the pet trade - 82% of PATS visitors visit the New Product Showcase. Every exhibitor can enter a maximum of three products, free of charge. To be eligible, products must have been launched to the pet trade since **1st October 2023**.

To enter a product simply complete the online New Products form and upload a product image 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 3 products per exhibitor) – **no photograph will mean no pre-show publicity of your product(s)**.

Entries must be submitted, with photographs, before the deadline of **13th September 2024, or 9th August for entry into the Digital PATS Red Book** Please clearly mark each photograph to match the product name on the form. Any product submitted without a photograph, will still be displayed on the New Product Showcase but won't receive any pre-show publicity. The pre-show publicity will be:-

1. Email-shots to all pre-registered visitors to PATS, previewing a number of PATS New Product entries received by **13th September 2024**
2. Listing on the PATS New Products page on the PATS website
3. Entries received, with photographs, before **21st July**, may be included in the trade media previews
4. Inclusion in the Digital PATS Red Book for selected entries received by **9th August 2024**.

All products must be brought directly to the New Product Showcase stand at the show, between 1200hrs and 1700hrs on Saturday 28th September. Any product not delivered during this time cannot be guaranteed to be included in the judging process. **Any product not entered prior to the deadline date of 13th September 2024 will not be displayed on the New Product Showcase.**

These awards will be judged by a panel of retailers at PATS 2024.

Winners will be notified during the first day of the show, on Sunday 29th September 2024.

The nine categories are:-

1. 2024 'New' **cat accessories & toy products**
2. 2024 'New' **cat food & products**
3. 2024 'New' **dog food products**
4. 2024 'New' **dog treat products**
5. 2024 'New' **dog accessories & toys products**

6. 2024 'New' **dog harnesses, leads & dog wear products**
7. 2024 'New' **small animal & bird products**
8. 2024 'New' **pet care products**
9. 2024 '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. **No literature can be left alongside the product on display due to space limitations.**

New:- AQUATICS ZONE AT PATS 2024 NEW PRODUCT SHOWCASE & AWARDS

An exciting addition to our Aquatics Zone at PATS is the Aquatics Zone New Product Showcase. Every Aquatics Zone exhibitor in Hall 1A can enter a maximum of three products, completely free of charge. To enter you must be an exhibitor within the Aquatics Zone and your products must have been launched to the trade since **1st January 2023**.

There will be one Aquatics Zone New Product Award winner and two highly commended awards.

To enter a product simply complete the online Aquatics Zone New Products form and upload an image of your product, which will appear on the Aquatics Zone 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 3 products per exhibitor) – **no photograph will mean no pre-show publicity of your product(s).**

Entries must be submitted, with photographs, before the deadline of **13th September 2024, or 9th August for entry into the Digital PATS Red Book** Please clearly mark each photograph to match the product name on the form. Any product submitted without a photograph, will still be displayed on the Aquatics Zone New Product Showcase but won't receive any pre-show publicity. The pre-show publicity will be:-

1. Email-shots to all pre-registered visitors to PATS, previewing a number of Aquatics Zone New Product entries received by **13th September 2024**
2. Listing on the Aquatics Zone New Products page on the PATS website
3. Entries received, with photographs, before **21st July**, may be included in the trade media previews
4. Inclusion in the Digital PATS Red Book for selected entries received by **9th August 2024**.

All products must be brought directly to the Aquatics Zone New Product Showcase stand in Hall 1A, between 1200hrs and 1700hrs on Saturday 28th September. Any product not delivered during this time cannot be guaranteed to be included in the judging process. **Any product not entered prior to the deadline date of 13th September 2024 will not be displayed on the Aquatics Zone New Product Showcase.**

These awards will be judged by a panel of retailers at PATS 2024 who will be judging the best new product across the industry.

The winners will be notified during the first day of the show, on Sunday 29th September 2024.

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. **No literature can be left alongside the product on display due to space limitations.**

PATS GROOMING WORKSHOPS in association with For All DogKind

Since its launch PATS has featured a popular programme of dog grooming workshops and PATS 2024 is continuing with this tradition. Full details of the grooming workshop programme will be on the PATS website nearer to the show.

PATS NEW STARTER ZONE

Now in its third year, the PATS New Starter Zone, *supported by PetQuip & Media Partner, PPM*, is a space entirely dedicated to new businesses and start-ups, enabling PATS buyers to source new and innovative products all in one place.

PetQuip will also be offering a workshop during PATS and advice and guidance on getting a product to the market as well as tips on what buyers are looking for – this will be exclusively available to exhibitors in the PATS New Starter Zone.

Please note, to take part in the PATS New Starter Zone, *supported by PetQuip, Media Partner PPM*, companies must be new to PATS or have been in business for three years or less.

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 3** in the exhibitor manual on the website, advising us whether you want a print version (including the quantity) or a personalised, emailable pdf, and we will organise this for you. Any queries, or for more information, please contact Victoria Norman by telephone +44(0)1892 862848, or email victoria.norman@impact-exhibitions.com.

SMARTSCAN LEADS CAPTURE APP

Setting targets is the perfect way to prepare when it comes to exhibiting. It couldn't be easier to gather, qualify and follow up leads using SmartScan - for measurable results.

- Scan badges and instantly capture name, company, job title, email, and phone
- Multiple devices, one activation code
- Qualify leads with personalised questions and digital notes
- Prioritise follow up calls, before the event has even finished!
- Real-time lead generation, with data accessed anywhere, any time
- App works in online or offline mode. Simply sync the app when internet is available
- Set Up information will be provided to help you prepare your team for the event:

Anyone with an exhibitor badge for your stand can activate SmartScan. Order through the LiveBuzz Exhibitor Hub (Via the PATS Ezone) or contact them at exhibitors@livebuzz.co.uk.

Only £195.00 + VAT to activate SmartScan on multiple devices.

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

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):-

Entrance sponsorship – as visitors pick up their badges at the entrance to PATS and walk into the halls catch their attention and raise your profile on site by having strategically placed pull up banner(s). Simply supply your banner(s) and we will agree high-profile locations.

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

Lanyards – sponsor our visitor lanyards to keep your name close to all of our visitors' hearts!

Show Carrier Bags – have your name branded on the bags carried by all show visitors

Leaflet distribution – inserted into the visitor carrier bags and handed out to every visitor at registration – so your information will be in the hands of every visitor to PATS.

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.

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.

Tea & Coffee Vouchers – All visitors will receive a voucher for a free cup of tea or coffee to be redeemed in catering areas around the venue. You can sponsor our vouchers and bring your brand to the forefront of our thirsty visitors.

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

PATS DIGITAL RED BOOK

The PATS Digital Red Book is a handy guide that lists a selection of exclusive show offers and new products being launched at PATS. The book is emailed to all of our pre-registered PATS visitors, a week before the show.

To be included in the Digital PATS Red Book, simply make sure you upload your new product entries and show offers before **9th August 2024**. There is NO COST to feature your products and offers in the 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.

PATS 2024 FORM CHECKLIST

Make sure you've returned the forms you need to:-

Form	Description	Deadline Date	Actioned
-	Exhibitor Badges (compulsory) <i>link via your LiveBuzz login</i>	29th September 2024	
-	SmartScan App <i>link via your LiveBuzz login</i>	29th September 2024	
-	Event Staff <i>link via your LiveBuzz login</i>	30th August 2024	
1	Risk Assessment	30th August 2024	
2	Livestock on Stands	30th August 2024	
3	Show Leaflets	20th September 2024	
4	Show Offers	29th September 2024	
5	Lifting & Forwarding	30th August 2024	
6	Contractor Wristbands	6th September 2024	
7	Space Only Stand Plan Submission	6th September 2024	
8	Electrical Order	6th September 2024	
9	Shell Scheme Accessories	30th August 2024	
10	Fascia Nameboard (link)	30th August 2024	
11	Additional Furniture	30th August 2024	
12	Space Only Floorcovering	30th August 2024	
13	Water on Stand/Special Risk	23rd August 2024	
14	Compressed Air <i>link via TIC login</i>	17th September 2024	
15	New Product Showcase Entry	13th September 2024	
16	Communications/Internet <i>link via TIC login</i>	13th September 2024	
17	AV Equipment Hire <i>link via TIC login</i>	15th September 2024	
18	Catering & Hospitality <i>link via TIC login</i>	19th September 2024	
19	Aquatics Zone New Product Showcase Entry	13th September 2024	