



Exhibitor Manual

**The A-Z of organising your stand
& promoting your presence at
PATs 2025**



Dear Exhibitor,

Welcome to your PATS 2025 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 NEC.

We've done our best to include all the information you'll need to help make your run up to the show smooth and hassle-free.

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.

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.

If you need to contact our official contractors directly, their details are on pages 7 and 8 of the Exhibitor Manual and there are links to their websites too. Also, on page 10 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

Contents

General

Welcome	2
Timetable	6
Official Contractors	7-8
Venue Address & Directions	9
Frequently Asked Questions	10

Section 1 – On-Site & Stand Planning

Accommodation	12
Audio Visual Equipment	12
Balloons	12
Banking	12
Build-up/Unloading	12
Breakdown/Loading	14
Car Parking	15
Carpet	16
Catering	16
Children	16
Cleaning	16
Cloakrooms	17
Code of Practice	17
Compressed Gas	17
Contractor Passes (Wristbands)	17
Copyright Issues	18
Deliveries	18
Demonstrations & Working Exhibits	19
Dilapidations	19
Disabled facilities	20
Distribution of literature/Advertising On-Site	20
Electrics & Lighting	20

Electric Car Charging Points	22
Emergency Procedures	23
Exhibitor Badges	24
Fascia Nameboards	24
Fire Extinguishers	24
Fire Regulations	24
First Aid	25
Flagpoles	25
Floor Loads	25
Furniture	25
Gangways	26
Health & Safety Regulations & CDM	26
Height Restrictions	29
Hygiene Regulations	29
Insurance	29
Items of Special Risk	30
Lifting & Forwarding	30
Livestock on Stands (eg dogs, fish, etc)	30
Lost Property	30
Music on Stands	31
Organisers' Office	31
Rigging	31
Risk Assessment	32
Security	33
Shell Scheme Specification	33
Shell Scheme Regulations	34
Site Induction	34
Slat Walling	37
Smoking	37
Space Only Stand Regulations	37
Space Only Stand Contractors	38
Stand Building Regulations	39

Stand Fitting Regulations	38
Stand Modification (Shell Scheme)	42
Stand Packages (Shell Scheme)	43
Stand Signage/Graphics	43
Storage	44
Submission of Stand Plans (Space Only)	37
Telephones/Wifi/ISDN & ADSL Lines	44
Temporary Staff	44
Trolleys	44
Water & Waste	44
Welcome Packs	45

Section 2 – Marketing & PR

Press & PR	46
PATS Daily	46
News Stories	47
Competitions & Offers	47
Trade Media Contact List	47
Press Releases	49
Website Opportunities	50
Exhibitor E-Invites	50
PATS New Product Showcase	50
Aquatics Zone New Product Showcase	51
Grooming Workshop	52
New Starter Zone	52
Show Leaflets	52
Sponsorship Opportunities	53
On-Site Deals & Discounts	53
Smartscan Leads Capture App	53
Social Media	54
Show Catalogue	54
PATS Digital Red Book	54

On-Site Timetable – PATS 2025

Build-up	Schedule	Venue Open
Friday 26 th September	0800hrs – Space only contractors to commence build-up CDM Site High visibility clothing & contractors wristbands must be worn	0800hrs – 1800hrs
Saturday 27 th September	0800hrs – Shell scheme stands to commence interior display Space only contractors to continue build-up CDM Site High visibility clothing & contractors wristbands must be worn	0800hrs – 2200hrs
Show Open Days	Show Open Hours	Venue Open
Sunday 28 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 29 th September	0930hrs – 1700hrs Exhibitor badges must be worn	0800hrs – 1800hrs
Tuesday 30 th September	0930hrs – 1600hrs Exhibitor badges must be worn	0800hrs – 2200hrs
Breakdown	Schedule	Venue Open
Tuesday 30 th September	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	1600hrs – 2200hrs Please note:- No contractors will be allowed into the halls until at least 1630hrs for stand dismantling
Wednesday 1 st October	0800 – 1800hrs CDM Site Space only contractors to continue breakdown High visibility clothing must be worn Contractor wristbands must be worn	0800hrs – 1800hrs All exhibits & standfittings must be removed by 1800hrs Any items/tape left in the halls after 1800hrs will be disposed of and the cost for this will be charged to the exhibitor

All stand construction etc must be planned to fit within the times outlined above. Under no circumstances will children under the age of 16 (including babes in arms) be permitted within the halls during the build-up and breakdown periods.



CONTACTS & OFFICIAL CONTRACTORS

Accommodation	BCD Meetings & Events	Tel :- +44 (0)203 238 7133 Email: rooms@bcdme.com www.patshow.co.uk (travel, eat, sleep)
Audio Visual Equipment	Aztec Event Services Unit B Davis Road Industrial Park Chessington KT9 1TQ	Tel: +44 (0)20 7803 4000 sales@aztec.events https://uk.expo.aztec.events/collections/pet-and-aquatics-trade-show-2025
Carpet	Showlite Chantry House 5 th Floor, 38 Chantry Way Andover Hampshire SP10 1LZ	Robyn Richards/Emma Davies Tel:+44 (0)1264 365550 Option 1 exhibitorsales@showlite.co.uk
Catalogue Entry and 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	Catering Department NEC Birmingham B40 1NT	Venue Services Tel: +44(0)121 767 3253 eventorders@thenec.co.uk
Electrics	LX Exhibition & Events Ltd Unit 6, Vanguard Works Blandford Heights Ind Park Blandford Forum Dorset DT11 7TE	Claire Norville Tel: +44(0)800 6899179 cnorville@lx-services.co.uk
Furniture	Showlite Chantry House 5 th Floor, 38 Chantry Way Andover Hampshire SP10 1LZ	Charlie Stallwood 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 Fax: +44 (0)845 5278141 logistics@exhibit3sixty.co.uk
Lightpens/Smart Scan App	LiveBuzz Ltd 111 Berkeley Road South Earlsdon Coventry CV5 6EF	Contact via your Exhibitor Hub – just click on the relevant button as required or the “Need Help” button
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	Rigging Dept NEC Birmingham B40 1NT	Simon Lane Tel: +44 (0)844 3388338 TechnicalSales@thenec.co.uk
Shell Scheme & Accessories	Showlite Chantry House 5 th Floor, 38 Chantry Way Andover Hampshire SP10 1LZ	Robyn Richards/Emma Davies Tel:+44 (0)1264 365550 Option 1 exhibitorsales@showlite.co.uk
Telephones/ Internet Connection	Telecommunications NEC Birmingham B40 1NT	Venue Services Tel: +44(0)121 767 3253 eventorders@thenec.co.uk
Traffic	Traffic Department NEC Birmingham B40 1NT	Tel: +44 (0)121 767 2389 traffic@thenec.co.uk
Water & Waste	NEC Mains NEC Birmingham B40 1NT	Venue Services Tel: +44(0)121 767 3253 eventorders@thenec.co.uk

Venue Address & Directions

NEC

Birmingham

B40 1NT

Tel: + 44 (0)121 780 4141

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

<https://www.thenec.co.uk/visitors/getting-here/>

Sat nav postcode: B40 1NT

The NEC has over 16,500 car parking spaces onsite, which can be booked in advance of the show. Parking is free for PATS exhibitors during the build-up and breakdown periods of the show. Exhibitor parking passes will be allocated for the open days. **For more information please visit the NEC website - <https://thenec.co.uk/visitors/getting-here>.**

Travelling by road

The NEC is clearly signposted from all motorways and major routes including the M42, M40 and M6 - put B40 1NT in your sat nav to get close, then follow the signs when you see them.

When you arrive at the NEC, look out for PATS on the venue signs. After parking, take the free shuttle bus, or you can walk to the halls along the signposted footpaths.

The post code will not take you to the car park for PATS, so please follow signage.

Drive Times:-

London 2hr 05mins

Bristol 1hr 36mins

Manchester 1hr 49mins

Leeds 1hr 56mins

Nottingham 55mins

Travelling by rail

Direct services to Birmingham International Station run all day, however if you're travelling from further afield you may need to catch a connecting train at Birmingham New Street, which is less than a 15-minute journey away.

Visit National Rail for train times and fares or call them on +44(0)8457 484950.

Travelling by air

Simply take the free and fast air-rail link to Birmingham International Railway Station located at the upper level of Terminal 1. The train runs every two minutes and only takes 90 seconds. When you arrive just head straight through to the NEC.

Taxis to the NEC

The NEC recommend using TOA Taxis - you can book over the phone by calling +44(0)121 427 8888 or +44(0)800 0142 729, online or via their app.

Alternatively, pick one up at the clearly marked ranks outside the main entrance. For added convenience TOA Taxis accept all major credit cards, subject to a charge of 10%+VAT.

If you plan to arrive at the NEC using other Taxi or Private Hire provider you will be dropped off at the Piazza drop off and pick up area.

Frequently Asked Questions

Where should I address deliveries?

Deliveries cannot be accepted outside of the show timetable dates.

Company Name, Stand Number, Hall 1
PATs 2025, 28th – 30th September 2025
NEC
Birmingham
B40 1NT

For all venue queries please visit the NEC website - www.thenec.co.uk.

Are there storage facilities on-site?

Unfortunately there are no storage facilities available for our use on-site at NEC. 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.

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 each open day.

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

Yes, throughout build-up and breakdown periods high visibility clothing must be worn in accordance with CDM regulations. If you forget yours, these are available to purchase on-site from either Londis or Expo Supplies. For contact details and a location map please see – <https://exposupplies.co.uk/londis-at-the-nec/>

Do I need to pay for my parking at the NEC?

Parking is free of charge for exhibitors during the build-up and breakdown periods of the show. On the open days the NEC will issue exhibitor parking passes which are valid in the outer area car parks. You will be sent further information about this before the show.

Are there trolleys available on-site at the venue?

All exhibitors should bring their own trolleys as these are not available to hire on-site. You can also book a forklift for the transfer of materials through Exhibit 3Sixty Logistics (see contact details on page 4). Please advise couriers to bring their own trolleys and arrange their means of unloading before arriving on-site.

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 29th August 2025 – 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 to underside of ceiling grid.

Will my stand be carpeted?

Space only sites will not be carpeted and floor-covering will need to be ordered separately. Only NEC approved low-tac carpet tape will be permitted and must be removed at the end of the show. This tape can be purchased from UK Industrial Tapes Ltd, +44(0)191 269 7810, email sales@ukindustrialtapes.co.uk, website <https://www.ukindustrialtapes.co.uk>.

All shell scheme stands will be carpeted in **grey** cord carpet; gangways in **blue** cord carpet.

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 lighting directly with LX Exhibition & Events.

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 (contact details at the front of the manual).

SECTION 1 – ON-SITE & STAND PLANNING

ACCOMMODATION

We are delighted to provide you with discounted accommodation rates at PATS 2025 for exhibitor only reservations (up to 8 rooms). If you wish to book for more than 8 rooms our hotel reservation company, BCD Meetings & Events, will approach the hotels on your behalf for discounted group booking rates. Please contact them directly via the details below.

Please also be aware that you can contact BCDME directly even if booking for less than 9 rooms. We understand that the move to the NEC, and for some exhibitors Birmingham, might be unfamiliar so they will be more than happy to support you with choosing locations to stay. Please contact BCDME (details below) who will be delighted to support you.

BCD Meetings & Events
email: rooms@bcdme.com
Telephone : +44 (0)203 238 7133

Please also be aware that there are many fraudulent companies out there that target exhibitors claiming to be an agent of the exhibition organiser. Therefore, we only recommend that you book directly with our hotel booking agent, BCDME, or the hotels directly. For more information on scams please visit our webpage.

AUDIO VISUAL EQUIPMENT

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

Aztec Event Services

Tel: +44 (0)20 7803 4000; email: sales@aztec.events

<https://uk.expo.aztec.events/collections/pet-and-aquatics-trade-show-2025>

BALLOONS

Balloons of any description are not permitted at the NEC, and cannot be given away or sold, or used to form part of a stand.

BANKING

There are portable cash dispensers (withdrawal fees apply) around the venue, while free NatWest and HSBC ATMs can be found at the train station.

BUILD-UP

The timetable for build-up is printed on page 5. 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.

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

On arrival at the venue, all vehicles should follow the NEC electronic directional signage for the dedicated lorry parks in use on the day – South 3. During the build-up and breakdown periods, parking is completely free for exhibitors and contractors.

Please note, only cars and people carriers that have purchased Exhibitor Advantage parking (available to purchase in advance of the show via the NEC website) for the open period of PATS can park at the rear of the halls. During the build-up and breakdown periods this area is to be used for loading and offloading only.

BUILD-UP – UNLOADING & DELIVERIES

Please also 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.

All vehicles wishing to access the halls for build-up will need to book in using the NEC's booking system. The system is called Voyage Control and in summary:-

The Event Delivery System will apply to all event vehicles:

- exhibitors, contractors, including all official contractor vehicles arriving at the NEC to deliver, offload/load during the build-up period and open days
- official courier vehicles will remain exempt
- event deliveries during the open days (latest timings are 30 mins before show opening)
- to make a delivery you will need to make a booking:-
<https://necbirmingham.voyagecontrol.com/dashboard/welcome/> You will have to create an account and add your card details to proceed to the booking.

By pre-booking and arriving at the lorry park with your printed pass you will be able to use the "fast track" lane and avoid having to get out of your vehicle, queue up at a kiosk and pay your deposit fee. You will simply hand your pass to the Traffic Officer who will validate your entry and check you in. Subject to availability of space, you will then be released to access the hall. Once you have unloaded there is no need to return to the lorry park. Your vehicle will be "checked out" of the inner area using the NEC's ANPR (Automatic Number Plate Recognition) cameras. You can simply drive off-site or move your vehicle to one of the NEC outer car parks for free parking. Those NOT booking in advance must return to the lorry park, queue up at the kiosk to be checked out and receive their deposit back.

Please note that unloading/delivery time is allocated based on the size of the vehicle:-

- car or small van = 1 hour
- Transit van / Lorry = 2 hours
- Artic = 3 hours

Overstay charges of £100 apply on all build-up/re-stocking days, if a vehicle has exceeded its unloading time and removal has been requested but not actioned. Overstay charges are applied automatically for all vehicles exceeding their unloading time on "Deposit System" days.

The main things to remember are that:

- Pre-book and print your pass in advance prior to arrival at the NEC
- Pre-booking is free to do, although you do need to register a valid debit/credit card. Payment will ONLY be processed for the deposit amount if you overstay your allocated time

- there's a speed limit of **15mph** within the inner area (this is the space once you have passed through the security Gates)
- high visibility clothing must be worn at all times in the offloading area
- once you have offloaded please remember to remove your vehicle from the inner area and park in the designated car parks within your allotted time
- overstay charges may apply (see above)

It is recommended that you use Google Chrome or Microsoft Edge as the preferred browsers to access Voyage Control.

<https://necbirmingham.voyagecontrol.com/dashboard/welcome/>

Please contact traffic@thenec.co.uk and/or +44(0)121-767 2389 for any queries regarding overstay charges.

BREAKDOWN

Please refer to the timetables on page 4 of the exhibitor manual. PATS 2025 will close at 1600hrs on Tuesday 30th September 2025.

Under no circumstances may any goods be removed or packed away on stands before the show closes at 1600hrs on Tuesday 30th September 2025.

REMEMBER:- When the show closes at 1600hrs there will be a half hour 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 high visibility clothing must be worn within the halls.**

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. Please note that shell scheme stands will be dismantled on the evening of Tuesday 30th September 2025.

All product and stand-fitting must be removed by 1800hrs on Wednesday 1st October 2025. Nothing can be left in the halls after this time. Any items left on-site after these times such as stand flooring, carpet, excess literature, graphic panels, items of furniture etc. will be deemed as waste and thrown away. The removal of any such items will be chargeable directly to the exhibitor.

Please also note that the charges levied by the venue for the removal of such waste are high, in order to encourage exhibitors and contractors to remove and recycle their own materials at the end of show.

The organisers will not take responsibility for any item left unattended at any time.

Traffic Systems at Breakdown

To ensure that the areas to the rear of the halls do not get over congested and that the breakdown remains safe some control measures have to be put in place.

There will be a time delay between the event closing and vehicles arriving at the rear of the halls. This is for a variety of reasons but the main one is to ensure that all visitors have left the halls. All contractors are held outside the hall until the NEC and the organisers have agreed the hall is clear of visitors. Please note that trolley movement may also be delayed. Different events have different breakdown processes so each breakdown can vary– not all breakdowns follow the same process/timings.

The NEC and the organisers would ask that you are patient and co-operate with the guidance provided to help us deliver a great experience for all.

Cars

Any cars or cars with trailers arriving for breakdown should park in the exhibitor car park until the event closes. Cars are then permitted access to the loading areas at the rear of the halls via the gates at the close of show.

You'll need your Exhibitor Badge to gain access. Please don't arrive before the show close / published breakdown time, as queues can build up and cause congestion for other traffic around site. Cars arriving early will have to be turned away at the gate. So please help us deliver a great experience for everyone by following the guidance provided.

All Commercial Vehicles

Upon arrival to the lorry park vehicles will be queued in lines by hall number on a first come first served basis. They can then park free of charge in the queue through the day until post-show when the breakdown commences.

Small van or lorry

Some queues/lines may move before yours. Please be aware that this may be to park up around halls furthest away first or as and when space becomes available at each hall. This is to prevent access roads to these halls being blocked by vehicles for closer halls.

Artic Lorry

The last vehicles released to the rear of the halls are artic lorries, using the same system as above.

Please also refer to the NEC traffic regulations as above.

CAR-PARKING

The NEC is responsible for the management and parking arrangements during the show. There is free exhibitor parking in the outer area car parks at the NEC from where you can catch the free shuttle bus to the halls or walk the signed pathways. Buses will usually start one hour before and finish one hour after the exhibition. Operating times are listed on all the NEC bus stops. If you'd rather walk from the car park, simply follow the NEC finger post signage.

Passes will be required for parking, please visit the NEC website www.thenec.co.uk to book these.

There is also the option of Exhibitor Advantage Parking, available to pre-book via the NEC website up to 3 months in advance of the show (directly with the NEC, www.thenec.co.uk). This costs £34.95 and gives you with a guaranteed parking space at the rear of the halls. This provides the flexibility to arrive late or leave early.

You can book for individual days but please note, the last day of show open cannot be booked on its own. Exhibitor Advantage is available for cars and people carriers only – no vans are allowed. Once you've booked your space online you'll be emailed your passes with your booking confirmation. Please note, you'll need to display your pass in your vehicle and spaces are limited.

Inner Area Parking is prohibited without the correct pass (inner area is defined as having to pass through a gate).

Visitor parking is chargeable and again can be booked in advance of the show.

CARPET

All shell scheme exhibitors will have grey coloured carpet to their stand. **Space only stands will not be carpeted.** The aisles are to be carpeted in blue carpet.

The official carpet contractors are Showlite.

If you are laying your own carpet only NEC approved low tac carpet tape may be used and this must be removed at breakdown. A charge will be made for removing any carpet tape which is left and has to be lifted by the venue – and the charges for this are high. If you have a space only stand and are appointing stand contractors to lay your carpet please ensure they are using the correct tape.

Uncovered floor on space only stands is not permitted.

NEC approved carpet tape is available to buy from UK Industrial Tapes, email sales@ukindustrialtapes.co.uk or call +44(0)191-269 7810. The carpet tape item number is 4109.

CATERING

NEC Catering Services are the sole in hall catering contractors at the NEC and will provide all of the catering at the show. Under no circumstances will consumables for human consumption be sold, distributed or given away in any part of the NEC site. All stand supplies must be purchased from the venue catering.

If you wish to order catering for your stand please contact them directly –

Venue Services

Tel: +44(0)121 767 3253

eventorders@thenec.co.uk

A huge variety of bars and restaurant facilities are available within the exhibition hall and also on the Piazza.

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. There can be no exceptions to this ruling.

During the open days any children under 16 must be accompanied by an adult at all times. Registration staff will issue wristbands for all children attending the show which must be completed with their parent/guardian details and worn at PATS.

CLEANING

Stand vacuuming will automatically be carried out by venue staff at the end of each open day if accessible (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.

If you have a night sheet protecting your stand, please supply the Organisers' office with a key to enable the cleaners to access your stand overnight. If you require any type of specialist

cleaning services, please contact NEC Venue Services on +44(0)121 767 3253 or email eventorders@thenec.co.uk.

Any items left in the aisles overnight will be considered rubbish and will be disposed of by the cleaners. All sacks of waste should be left in the aisle beside your stand at the close of the show each day. Please ensure that food waste is separated from other waste. Please note that the cleaners are not responsible for disposing of large quantities of litter produced by exhibitors as result of giveaways, etc.

CLOAKROOMS

There will be a cloakroom available adjacent to the hall. Items are charged at £2 per coat and £3 per bag (cloakrooms are open 30 minutes prior to the event opening and close when the event closes).

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.

COMPRESSED GAS

Any exhibitors requiring the use of compressed gas must comply with the below venue regulations and submit full details to the Organisers no later than 28 days before the show. No compressed gas will be permitted for use without prior written consent of the venue:-

- Flammable gases must comply with the Dangerous Substances and Explosive Atmospheres Regulations and the Petroleum Regulations, and suitable warning notices must be provided where appropriate, drawing attention to the flammable nature of the materials.
- Compressed gas cylinders or vessels containing liquids or gas under pressure must be stored securely and, in a position, agreed by the venue and only those cylinders required for immediate use shall remain on a stand. All such materials in excess of the requirements for one day's demonstration or exhibition shall be stored away from the stand in a properly constructed flammable materials store.
- Cylinders and other vessels shall not be connected or disconnected during the time that the event is open to visitors. Where compressed gas is used in the demonstration of an appliance or a medical treatment, the smallest suitable cylinder size should be used
- Cylinders shall be constructed and stamped in accordance with EN 1089-3 and be painted with identifying colours in accordance with BS 349; 1973, 'Identification of Contents of Industrial Gas Cylinders'. Vessels containing liquids or gases under pressure (other than compressed gas cylinders complying with EN 1089-3) shall be fitted with safety valves of an approved type. Where such vessels are used, a dated identification stamp or certificate in respect of a recent pressure test of each vessel shall be available for inspection.

CONTRACTOR PASSES (WRISTBANDS)

All personnel working on your stand during the build-up/breakdown must wear a **contractor pass** – these are red PATS wristbands. Without a contractors pass 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 Passes Form**.

Contractor passes will be sent out 2 weeks before each show. Don't worry if you miss the deadline – any requests for passes sent after the deadline date can be collected on-site upon arrival.

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.

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
PO Box 5078
GLOUCESTER CENTRAL
GL19 3YB

Tel: +44 (0)845 644 3617

Fax: +44 (0)845 644 3618

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 day which is Saturday 27th September.

Exhibit 3 Sixty have a warehouse on site at the NEC, they can assist with transport, receiving goods or simply just lifting / storage on site, contact logistics@exhibit3sixty.co.uk to get a quotation for all your logistics needs.

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.

Deliveries may be stored in a holding area at NEC 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.

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 trolleys and porters. These are not available at the venue.

The full address for deliveries is:-

Stand Name, Stand Number
PATs Show 28th – 30th September 2025
NEC
Birmingham
B40 1NT

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 7** on the PATs website – www.patshow.co.uk/exhibit/pats-ezone-login.

Collections

If you are arranging for goods to be collected after the show closes, make sure these are clearly labelled as such and 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 must be removed by 1800hrs on Wednesday 1st October. Nothing can be left in the halls after this time, and any items not removed 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 risk assessment should be carried out and submitted to the Organisers in advance of the show – email jo.scotting@impact-exhibitions.com. Please refer to the Health & Safety section and sample Risk Assessment form and guidance at the rear of this manual.

DILAPIDATIONS

No excavations or perforation of the floors, walls, columns or ceilings of the building may be undertaken, nor any fixing made thereto except by the NEC.

No promotion material of an adhesive nature may be affixed to any part of the NEC building. Exhibitors are responsible for making good at their own expense any damage and dilapidation caused by them or their employees or contractors. The organisers and venue take no responsibility for any such damage howsoever caused.

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.

NEC approved carpet tape is available to buy from UK Industrial Tapes, email sales@ukindustrialtapes.co.uk or call 0191-269 7810. The carpet tape item number is 4109.

DISABLED FACILITIES

Blue Badge Parking

If you are arriving by car and have your Blue Badge with you, you will be directed to the nearest disabled car park - where you can be dropped off and picked up at the end of your visit. To protect the available space for those who are entitled to it, the NEC reserve the right to inspect Blue Badges to ensure that they are only being used by those entitled to do so. If an inspection is refused then they reserve the right to refuse access and parking.

Parking charges apply throughout the site.

Wheelchair Access & Hire

All levels of the NEC are accessible to wheelchair users, via lifts, and have wheelchair friendly toilet facilities. The Piazza main entrance has automatic doors.

There is mobility equipment available to hire on a first come, first serve basis. Please email your enquiry to info@necgroup.co.uk. Wheelchairs are available free of charge for blue badge holders and £5 for all other visitors, subject to availability. Scooters are available for £15 per hire for all visitors.

Disabled Toilets

Accessible toilets are available across the venue. Changing Places facilities are also available by Hall 2 on the Piazza side of site (both of these are accessible with a radar key).

The Changing Places facilities provide more space for up to 2 carers - and extra features to meet additional needs, including height adjustable adult-sized changing benches and a hoist system.

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 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 +44(0)1892 862848 or email gordon.thomas@impact-exhibitions.com.

ELECTRICS AND LIGHTING

The Organisers have appointed LX Exhibition & Events Ltd 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. All electrical installations must comply with the regulations contained in the E-guide.

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 (4-5.5m ² stand)	= 2 spotlights
Package 2 (6-7.5m ² stand)	= 2 spotlights
Package 3 (8-12m ² stand)	= 4 spotlights
Package 4 (13-21m ² stand)	= 8 spotlights
Package 5 (22-29m ² stand)	= 12 spotlights
Package 6 (30m ² + stand)	= 16 spotlights

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

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 is taken from the underfloor ducting.

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 & Events. Please refer to the Electrical Order Form in the "Forms" section on the PATS website, or telephone +44 (0)800 6899179. The order form should be returned by **5th September 2025** to avoid surcharges for late orders. For further information please contact LX Exhibition & Events directly on +44 (0)800 6899179.

Stand Power

Power is not on a 24 hour supply and will be **switched off 30 minutes after the close of show each day** with the exception of those exhibitors who have ordered and paid for a 24 hour power supply.

If power is required during the build-up or breakdown periods you must use either hand powered tools or order a temporary power supply directly with LX Exhibition & Events. Initial connections to stands are made as early as possible but may not be available early in the build-up or the breakdown periods.

Power must only be taken from the temporary supplies provided by the official electrical contractor during build-up or breakdown and cables cannot run across gangways.

Please contact LX Exhibition & Event Services for 24 hour stand power or power required for the build-up or breakdown periods.

Electrical 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 & Events on +44(0)800 6899179 or email sales@lx-services.co.uk.

All exhibition stands shall comply with the Association of Event Venues Regulations (revised 2024) and E-Guide that include the following points:-

- All space only stands must undertake a regulated test and inspection prior to connection - this should be either by the official electrical contractor or by the stand build company where an application has been received and approved prior to the event tenancy period by the official electrical contractor.
- Prefabricated, pre-wired units may be used provided that the electrical contractor is informed in advance of the electrical loading of the unit and that the wiring of such a unit is to the required standard and regulations. Please note that the official electrical contractor must carry out any onsite electrical work relating to a pre-wired unit unless a 'pluggable system'. All pre-fabricated wiring must be carried out in PVC, elastomeric or other plastic sheathed cable, not less than 1.5mm² and 300/500-volt grade, complying with the appropriate BS specification and with a current density not exceeding that recommended by the Institution of Electrical Engineers.
- Lighting circuits serving more than one fitting shall not carry more than 1200VA (1000 watts).
- Coils of flexible cord or cable loose or on reels and forming part of a circuit are not permitted.
- The standard supplies of electrical current available at the venue are:-
 - Single Phase 230 volts 50Hz (216v to 253v)
 - Three Phase 415 volts 50Hz (376v to 440v)

All electrical appliances used by exhibitors must be compatible with standard UK voltage provided by the venue.

- Where 'clients own' electrical equipment is used they must comply with all regulations and are subject to testing and spot checks. A valid PAT test is required with the label clearly visible.
- Cables are not permitted to run under carpet or other floor coverings and must be protected by suitable ramping.
- Flexible cords more than 2 metres shall not be used.
- The use of trailing/block type 4 way fused sockets shall be restricted to the following:
 - One 4 way unit per fixed socket outlet, subject to a maximum loading of 500watts total and its plug shall be fused accordingly
 - A maximum flexible cord length of 2 metres from plug to trailing block unit
 - Daisy chaining from one four way to another shall not be permitted
- Multi-way plug in type and bayonet adaptors shall not be used.
- Plug tops must comply with the appropriate British Standard and be suitably fused. Not more than one flexible cord to be connected to one plug top.
- No exposed means of cable joints are permitted.
- SELV (extra low voltage lighting) regulations apply and bare conductor catenary low voltage systems are not permitted.
- Light fittings mounted below 2 metres from floor level or otherwise accessible to accidental contact shall be firmly and adequately fixed and so sited and guarded as to prevent risk of injury to persons or damage to materials.
- Electrical items with high temperature surfaces shall, in addition to being suitably guarded, be arranged away from combustible exhibits and in such a manner as would prevent contact with them.
- Use of transformers will require approval from the electrical contractor unless step-up transformers are used as an integral part of any appliance or equipment and providing the use of such step up transformers conforms to the customary practice within a particular industry.
- Neon signs have specific regulations and must be approved and controlled by an accessible fireman's switch. Written permission must be obtained in advance from the Organisers.
- On stands where a fascia or display is illuminated, the strength and colour of the lighting must not interfere with other stands.
- Exhibitors are not allowed access to the underfloor ducts.

ELECTRIC CAR CHARGING POINTS

The NEC have 22 slow charging EV charging points for visitors with electric or hybrid vehicles. Available on a first come first served basis the points will deliver a minimum of 3.5kw/h and are available in the following locations when the car parks are open [digital signage will direct you to the open public car parks on the day of your visit].

Locations:

Two in North Car Park 2

Six in East Car Park 1

Six in South 7

Charger use fees apply and the charge points require a type 2 connector lead. The NEC Charge Points User Guide can be found [here](#)

If you would like to guarantee an EV charging point for the day, there are also eight bookable points in the Premium NEC Express 1 Car Park, bookable on the NEC website, <https://parking.thenec.co.uk/NECBirminghamBooking>

EMERGENCY PROCEDURES

Emergency Announcements

If you hear the following message followed by continuous chimes broadcast at half-minute intervals:

“Attention please. Staff call 100”

- Your team should immediately inspect your stand for suspicious items, or anything out of place or untoward. If anything is discovered please don't touch it – inform the Venue Operations Centre on +44(0)121-644 6666 (internal ext.6666).
- The “Staff Call 100” announcement also means that it MAY be necessary to clear the building.
- Please make your team aware, and stand by for further announcements.

If the issue has been dealt with, the following message will be broadcast:-

“Attention please. Cancel staff call 100”.

Please ensure that your team is fully aware of these protocols - but don't tell the public what “Staff Calls” mean as this may cause unnecessary concern and disrupt your business.

Evacuation Procedures

If it becomes necessary to evacuate the building, the following message will be broadcast:-

“ATTENTION PLEASE, ATTENTION PLEASE. THIS IS AN IMPORTANT ANNOUNCEMENT. CIRCUMSTANCES MAKE IT NECESSARY FOR EVERYONE TO LEAVE THE BUILDING. PLEASE MAKE YOUR WAY TO THE NEAREST EXIT. PLEASE NOTE, YOUR NEAREST EXIT MAY NOT BE THE ONE YOU CAME IN.”

Everyone must then leave the building by the nearest exit and, once outside, follow the instructions of venue staff who will direct you to the nearest assembly area.

Medical Emergencies

In a medical emergency, call the Venue Operations Centre on +44(0)121-767 2222 (internal ext. 2222) giving the exact location of the casualty and details of any injuries sustained. Our team will arrange for all necessary assistance.

Fire Procedures

The NEC is protected by a sprinkler system and portable fire extinguishers. In the event of a fire emergency:-

- Break the glass on the nearest fire alarm point – they're located at each vehicle entry door, in the organisers' offices, at key points within the hall and around the Piazza and Atrium.
- Telephone the Venue Operations Centre on +44(0)121 767 3333 (internal ext. 3333) giving the location and nature of the incident.
- Calmly notify adjoining exhibitors of the situation and, if safe to do so, tackle the fire with an appropriate extinguisher. Remember, keep calm, follow these procedures and help will arrive as soon as possible.
- Leave by the nearest exit.

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.**

To register your exhibitor badges for PATS 2025, please access the Exhibitor Zone on the PATS website – www.patshow.co.uk/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.

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/Emma Davies at Showlite on +44(0)1264 365550, option 4. Exhibitors wishing to apply an alternative dressing to the fascia must make prior arrangement with Showlite.

FIRE EXTINGUISHERS

An adequate number of fire extinguishers (water type) will be positioned around the halls, with full operating instructions. The aim of distributing these is that no stand is more than 30m away from a fire extinguisher. Exhibitors should familiarise themselves with the location of the nearest fire extinguisher.

If special apparatus or demonstrations likely to increase the risk of fire are included on your stand this must be identified in your Risk Assessment for the stand and a copy submitted to Impact Exhibitions & Events Ltd. Additional fire extinguishers will then be required and will need to be ordered by the exhibitor, directly with the venue, at a cost.

FIRE REGULATIONS

Please note that all exhibitors are required to have carried out a fire risk assessment for their stand. There are strict regulations governing the materials which may be used in the

construction of stands and in the demonstration of products. Materials should comply with British Standard Numbers - please refer to the e-guide:-

www.thenec.co.uk/aboutus/healthandsafety/rulesandregulations

Stands will be inspected during build-up and the Local Authority may remove any offending materials, or close down a stand if they do not comply with regulations. Exhibitors should ensure that their contractor is aware of the restrictions. Stands, displays, signs and fascias must be constructed of one of the following materials: non-combustible or inherently non-flammable material, durably flame-proofed fabric, self-extinguishing plastic material or timber plywood, hardboard, pulpboard or fibreboard rendered flame-resistant by an acceptable impregnation and bearing a distinguishing landmark.

All work must be carried out in conformity with the requirements of the Rules and Regulations of The NEC. These regulations must be strictly observed and any exhibitor who fails to do so hereby indemnifies the Organisers of the Show against any claims or expenses arising out of such failure. A full copy of these regulations are now contained within the eguide.

FIRST AID

In the case of an emergency, please do not call an ambulance directly, but instead contact the Organisers who will inform NEC staff to request medical attention as they can direct a first aider and/or an ambulance to the correct location preventing confusion.

The Piazza First Aid Room will be staffed during the show open hours. The centre can be contacted via NEC Security officers on duty in the hall or by calling the Control Room on extension 72393/72595. For emergency medical call 72222, for emergency fire call 73333.

FLAGPOLES

Flagpoles on stands must not exceed 4m in height and must have a secure base and be very stable. Please note that flagpoles will be checked on-site for stability and must not (including the base) protrude into gangways or adjacent stands.

FLOOR LOADS

The floor loadings as detailed below must not be exceeded. The NEC hall floors, including the floor above tunnels or other subways can withstand a loading of 20 tonnes per square metre (2 tonnes per square foot) with the following exception:

Hall 1 - At the east and west ends of Hall 1, within the area between the catering service pods and a line of 3 metres in front of them, the maximum permitted loading is 2.5 tonnes per square metre and an axle loading of 10 tonnes.

Please note that duct covers are excluded from the above. Duct covers and the duct system require spreader plates to be installed if point loading falls upon the duct line.

FURNITURE

Showlite have been appointed as the official furniture contractor 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 (4-5.5m² stand) = 1 high stool
Package 2 (6-7.5m² stand) = 2 high stools
Package 3 (8-12m² stand) = 1 high table; 2 high stools
Package 4 (13-21m² stand) = 1 round table; 2 chairs; 1 literature rack
Package 5 (22-29m² stand) = 2 round tables; 4 chairs; 1 literature rack
Package 6 (30m²+ stand) = 3 round tables; 6 chairs; 2 literature racks; 1 lockable cupboard

If you do not require your package furniture please let the Organisers know in advance of the show so that this can be cancelled - email hattie.king@impact-exhibitions.com with details.

Important! If you have a space only stand and wish to order furniture, or require any additional furniture, please contact Charlie Stallwood at Showlite directly in advance of the show, email furniture@showlite.co.uk or call +44(0)1264 365550, option 4. Full details of their range of furniture together with a price list can be found on their website - www.showlite.co.uk and can be ordered via the **Additional Furniture Order Form**.

Exhibitors are of course entitled 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 direct 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. The decision of the Fire Officer is final in all instances.

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 2025 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 NEC Management which should be kept in a prominent place on your stand or distributed to all your stand staff.

Exhibitors' Health & Safety Declaration

ALL exhibitors must complete and return the **Health & Safety Declaration Form** in the "Forms" section on the PATS website as soon as possible to gain access to the exhibitor zone – www.patshow.co.uk/exhibit/pats-ezone-login. **This is a compulsory form.**

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 accidents to the Organisers' Office on-site.

If you have any queries on any aspect of this, please contact Impact Exhibitions & Events Ltd, on +44(0)1892 862848. Please also refer to the emergency procedures for the venue under "**Emergency Procedures**" in this manual.

Construction, Design & Management Regulations (CDM)

CDM places duties on the Principal Client, Principal Contractor and Principal Designer, as well as all contractors on-site, to apply the following safety principles:-

- eliminate or control risks as far as is reasonably practicable
- ensure work is effectively planned
- appoint the right people and organisation(s) at the right time
- make sure everyone has the correct information, instruction, training and supervision to carry out their work safely and without risk to health
- have systems in place to co-operate and communicate with other contractors/persons on-site
- consult workers with a view to securing effective health, safety and welfare measures
- any actions required should always be sensible and proportionate to the risk

Why have site rules and an induction?

- it is a stated requirement under CDM legislation
- the law requires all of us to work safely
- we are each responsible for our own actions. Anyone can be prosecuted, fined, even imprisoned for not working safely
- everyone has the right to expect to work in a safe environment and go home without injury

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 have also read the Site Induction. Passes will not be issued until this has been read and agreed to – via the Health and Safety Declaration on the e-zone.**

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 a half hour 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 must be worn both inside and outside of the hall, in the unloading areas.**

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. A person must be appointed who is responsible for health and safety matters on the stand. The Organisers must be advised in advance of the name and mobile contact details whilst on-site during the show. Please complete the **Health and Safety Declaration – this is a compulsory form.**
 2. The Exhibitor responsible for the stand should 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.
 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 must have an understanding of the Fire and Emergency Procedures and the location of the First Aid Centre. All incidents must be reported to the Organisers, including “near misses”.
 5. Exhibitors must maintain emergency gangways, throughout the show, including build-up and breakdown, and to 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. The need for all operatives to wear suitable protective clothing relevant to their job, which includes eye, hearing, foot and hand protection. That Personal Protective Equipment (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 is suitable and sufficient for the job and employees are trained in its uses and limitations.
- High visibility clothing must also be worn by all staff on-site during the stand construction and dismantling periods of 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.
 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 park 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.

16. Planning of stand construction must take into account the strict timings for build-up and breakdown at the show.

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

HEIGHT RESTRICTIONS

No stand or fixture may exceed 4m in height.

All partition walling must be a minimum of 2.5m in height and dressed down to this height on the reverse side.

HYGIENE REGULATIONS

If you are proposing to have hospitality on your stand, you may have to provide a fridge and sinks/wash hand basins to comply with Health and Safety Regulations. Please contact NEC Catering Services at least one month before the show for further advice.

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.

ITEMS OF SPECIAL RISK

Please ensure you make the Organisers aware if you will be having any of the following items on your stand:

- stepped access, ramps and balustrades
- flagpoles
- dangerous and obnoxious substances including flammable oils, liquids & gases, compressed gases/acetylene/LPG, also hot surfaces & naked flames
- working machinery & apparatus
- motor vehicles in the halls during the open period
- livestock of any description
- audio visual display & films
- fairground and other amusements including lasers
- water & water equipment of any kind including water features and tanks
- radioactive substances
- closely seated audience

LIFTING & FORWARDING

We've appointed **Exhibit 3Sixty Logistics** as our official contractor for all your lifting and forwarding requirements. They're offering great value, for example £25 for forklift unloading a small pallet. 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 require the service of a forklift truck, please ensure that you arrange it with Exhibit 3Sixty as it needs to be ordered in advance of the show. Please refer to Form 7.

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

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

LIVESTOCK ON STANDS

If you intend to have animals on your stand you also need to let us know the details at least 6 weeks prior to the show, as these must be submitted to and approved by the venue(s). 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 Impact Exhibitions & Events Ltd.

Please note:- No animals or livestock will be permitted at the venue without submitting a Livestock on Stands Form before the show.

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

LOST PROPERTY

Lost property should be taken to and collected from the Security Suite on the Piazza, telephone +44(0)121-767 3883.

MUSIC (PPL & PRS LICENCES)

Please ensure that music and commentary/sounds for demonstrations and presentations are kept to a level that will not interfere with neighbouring stands. The recommended noise level is no more than 80dBa. Exhibitors must comply with this to keep the halls a workable environment for all.

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. **The NEC holds a PPL licence which covers all events at the venue so you do not need to apply for this.**

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:- +44(0)800 0155937

www.prsformusic.com

ORGANISERS' OFFICE

The Organisers' Office for PATS 2025 will be located in the office suite just inside the hall 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.

RIGGING

Exhibitors who wish to rig banners above their stands must contact the Organisers for permission in the first instance as this will be dependent on various factors including location within the hall and show signage. All rigging must then be ordered and carried out by the venue's own rigging department. Exhibitor rigging will only be permitted over exhibitors' own stands. Rigging regulations are as follows:-

- Stand fitting must not include rigging of any sort – all stand fitting must be completely freestanding.
- All rigging must be completed by the venue rigging contractor and their requirements and recommendations in terms of equipment, etc. must be adhered to
- All items to be rigged must be delivered by the venue rigging department in a specified period prior to the commencement of the tenancy of the event
- Exhibitor rigging will not be permitted unless agreed in writing prior to the event
- All banners and other rigged items must have a trim height to the lowest edge of 6m
- the size of item/s to be rigged will be considered on an individual basis and over-large items or banners may not be allowed
- Rigging of lights, the need for electrics motors and other electrical requirements must be agreed prior to the final order being placed. Electrical supplies required onsite but not previously notified will be recharged to the client and a surcharge may apply

Accurate information regarding the loads to be rigged must be provided to the venue no later than 28 days prior to tenancy by all relevant parties. All orders must be accompanied by:-

- a fully completed 'Hoist & Fix/Third Party Rigging order form', available from the venue
- fully dimensioned plans
- the total weight to be suspended
- precise weight loadings for each individual suspension point
- specification of the materials used
- details of connection points
- orientation of the suspended item within the stand

Please note the NEC will not permit the use of metal weights for banners. For any queries please contact Simon Lane at the NEC, email TechnicalSales@thenec.co.uk or call +44 (0)844 3388338

RISK ASSESSMENT

All exhibitors must undertake their own risk assessment for their company's activities whilst at the show – this includes both shell scheme and space only exhibitors. Those employing a stand contractor to build their stand should request their contractor's Risk Assessment covering the stand build/dismantling to be submitted with their stand plans. Exhibitors building their own stands (without employing contractors) should submit a copy along with their stand plans.

A risk assessment should cover all hazards arising from work practises on site including lifting, PPE, fire controls, exhibitors and/or demonstrations, COSHH, RIDDOR, fume extraction, hazchems, noise, etc, especially if it would affect neighbouring stands, visitors, etc.

As exhibitions and events are deemed as hazardous environments, it is a legal requirement that all exhibitors and contractors undertake a suitable and sufficient risk assessment prior to the show, listing the tasks and identifying the main hazards that each presents on site and devising ways to eliminate, reduce, isolate or control those hazards. An exhibitor is liable to heavy fines, prosecution and even imprisonment should it be found to be negligent in the event of an accident to its staff and visitors if suitable control measures are not in place. **Below is a helpful guide to completing a Risk Assessment:-**

A risk assessment is a careful examination of what, during the build-up, open days and breakdown of your stand, could cause harm to other people. Evaluate whether you have taken sufficient precautions or if you need to take further actions to prevent harm.

The important part of any Risk Assessment is to ensure that any significant hazards have been identified and either eliminated or covered by satisfactory precautions to lower the risk as far as possible.

Risk Assessment Matrix

	5	Medium/High	Medium/High	High	High	High
	4	Low/Medium	Medium/High	Medium/High	High	High
	3	Low/Medium	Low/Medium	Medium/High	Medium/High	High
	2	Low	Low	Low/Medium	Low/Medium	Medium/High
	1	Low	Low	Low	Low/Medium	Medium/High
		1	2	3	4	5

Outcome

The outcome and likelihood scores together give you the hazard score, to which you can apply the following ratings:-

Significant Hazard 6-8

Medium Hazard 4-5

Low Hazard 0-3

You can then take a view, depending on the severity of the hazard to decide whether you need to monitor, put precautions in place, or completely review the task, as in the example below:

Activity/Hazard:	Risk of:	Who is at risk:	Score (with control measures in place)	Precautions or Control Measures Required
Working at heights	Persons falling. Objects falling.	Employees. Other contractors	Low / Med	Use only reinforced industrial safety ladders. Always have both feet on the ladder. Never lean or reach across. Never exceed the safe working height as stipulated by the manufacture. Ensure no other persons are walking below when lifting / fixing items in place. If necessary, cordon off the work area.

For any queries, please call the Organisers on +44 (0)1892 862848 or email jo.scotting@impact-exhibitions.com.

SECURITY

There will be constant security cover at the exhibition but please remember that exhibition halls are still vulnerable areas and exhibitors should not leave their stand unattended while the hall is open and must take precautions to protect their products, in particular during the build-up and breakdown.

Any incidents of theft should be reported immediately to the Organisers so that security can be informed and a report written. The security provided by the organisers is designed to prevent unauthorised access to the hall and not to secure the contents of stands. There will be internal security patrols, but the organisers cannot accept responsibility for any loss, damage or accident.

Exhibitors must also ensure that they have adequate insurance to cover their stands 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/Emma Davies at Showlite by email exhibitorsales@showlite.co.uk or call +44(0)1264 365550, option 1.

Walling

Wall panels are 2.5m high x 1.0m wide (990mm to centre of poles) white melamine and framed with **white** aluminium upright posts either side and 70mm rails 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, at www.showlite.co.uk.

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 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/Emma Davies at Showlite on +44 (0)1264 365550, option 1, or email exhibitorsales@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 make sure you have the exact internal measurements of your stand. If you need to contact Showlite for this their details are:- +44 (0)1264 365550 option 1, or email exhibitorsales@showlite.co.uk**

If you intend on carrying out any construction within your shell scheme stand, i.e. build within your shell scheme, please ensure you have read the Health and Safety and CDM sections of this manual, and comply with all the regulations and advice. Please ensure this information is also passed on to all staff and temporary staff you are using. Please note that stand dressing, posters, placing display cases, freestanding furniture, etc. do not constitute construction.

SITE INDUCTION

First Aid

In a medical emergency, call the Venue Operations Centre on +44(0)121 767 2222 (internal ext. 2222) giving the exact location of the casualty and details of any injuries sustained.

The NEC Incident team will arrange for all necessary assistance.

In a medical emergency DO NOT PHONE FOR AN AMBULANCE - a venue first aider will do this if required.

All accidents, incidents or near misses must be reported to the Organiser/Venue Event Manager.

Fire

The NEC is protected by a sprinkler system and portable fire extinguishers.

In the event of a fire emergency:

- Break the glass on the nearest fire alarm point – they're located at each vehicle entry door, in the organisers' offices, at key points within the hall and around the main Piazza and Atrium.
- Telephone the Venue Operations Centre on +44(0)121 767 3333 (internal ext. 3333) giving the location and nature of the incident.
- Calmly notify adjoining exhibitors of the situation and, if safe to do so, tackle the fire with an appropriate extinguisher. Remember, keep calm, follow these procedures and help will arrive as soon as possible.
- Leave by the nearest exit.

Evacuation

If it becomes necessary to evacuate the building, the following message will be broadcast:

“Attention please, attention please. This is an important announcement. Circumstances make it necessary for everyone to leave the building. Please make your way to the nearest exit. Please note, your nearest exit may not be the one you came in”.

Everyone must then leave the building by the nearest exit and, once outside, follow the instructions of venue staff who will direct you to the nearest assembly area.

- Immediately leave the building via the nearest exit, do not use lifts or stop to collect personal belongings.
- Go to the nearest assembly point and do not leave this area or re-enter the building until told to do so.

Security

The Security Suite can be contacted on +44(0)121 767 3333 (internal ext. 3333) from any of the wall mounted internal phones.

- If you have any security concerns, please contact a venue employee or the organiser's office. Inform them of the nature and location of the problem.
- Do not leave any personal belongings or valuables unattended on your stand or anywhere in the venue.
- Be aware of any suspicious persons or packages.

Welfare Arrangements

Organisers Office

- The organiser's office is located at the front of the hall.

Toilets

- Both female and male toilets along with hand wash basins are available throughout the venue.

Catering and Water

- Food outlets are available onsite during set up, show open and dismantle - both within the hall and in the public areas.
- Drinking water is available to purchase in any of the food outlets. There are water bottle re-fill stations on the Piazza.

Smoking

- Smoking (including e-cigarettes) is only permitted in the designated smoking areas.

Site Rules

Whilst working at PATS, it is important that you are aware of the safety rules, procedures and arrangements that are in place for your safety and that of your colleagues.

All of your employees and contractors are required to read these Site Rules prior to working and the following apply to all staff, organisers, contractors and exhibitors:

- Comply with Venue Traffic Rules and follow the instruction of venue traffic marshals at all times
- Any vehicle or plant driven within the hall must adhere to the 5MPH speed limit and operate with hazards/turned on lights
- Drivers must give way to pedestrians within the event hall/s and pedestrians must give way to vehicles within the loading bay/s
- No persons are permitted to operate plant or machinery (including fork lift trucks) unless they have permission and have received adequate training
- Appropriate management and safe methods of working at height is required at all times – in any areas where working at height is being carried out, the immediate area must be controlled
- Ladder work must only be conducted for short work periods - you must NOT stand on the top tier of your ladders -any unsafe ladder work may result in the employee being ejected from the venue
- Any person suspected to be under the influence of drugs or alcohol will be ejected from the venue
- Hi Vis Jackets are compulsory during build up and breakdown and appropriate footwear must be worn whilst working in the venue – flip-flops, open-toed sandals, ballet pumps etc. are NOT acceptable
- No hot works can take place in the venue without a Hot Works Permit being issued
- All contractor accidents, incidents & near misses must be reported immediately to the organiser
- Work Tidy - during builds and breakdowns, you must ensure aisles are kept clear at all times and that all waste is to be disposed of in an appropriate manner
- Contractor wristbands must be worn and be visible at all times.
- Emergency Gangways must not be blocked by stand construction materials / vehicles or exhibits.
- No children under the age of 16 years are permitted on site at any time. This includes in the cabs of vehicles.

Should you have any questions on any of the points above, please contact the Organisers.

SLAT WALLING

If you require slat walling on your stand this can be ordered directly with Showlite via the Shell Scheme Accessories Form. Please specify on the form whether you require beech or white slat, and if you require any hooks in addition to this.

If you have any queries on this please contact Robyn Richards/Emma Davies at Showlite on +44(0)1264 365550, option 1 or email exhibitorsales@showlite.co.uk.

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.

Space only exhibitors **must** erect dividing walls between themselves and adjoining stands, extending to the boundaries of the stand. These walls shall be at a minimum height of 2.5metres. Where a space only stand adjoins a shell scheme stand, the reverse side of the shell scheme wall may not be of display quality. The wall must not be used to hang graphics or exhibits. Any adjoining walls which are built above the height of the shell scheme (2.5m) must be finished down to this height to a standard acceptable to the Organisers, in a neutral colour and without graphics.

On back-to-back space only sites, neighbouring exhibitors may liaise with each other to ensure at least one of them is building a wall and/or to arrange to share the cost etc. These details must be passed on to the Organisers when submitting plans for approval.

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.

Height Restrictions

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

Submission of Plans

A set of technical drawings for every space only site must be submitted to the Organisers by 29th August 2025, together with a risk assessment, method statement and construction phase plan.

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

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 together with Method Statement/Construction Phase Plan and Risk Assessment no later than 29th August 2025 to:-

PATS 2025 Stand Plans
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 space-only 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 section of this manual.

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.

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
Telephone:- +44 (0)1264 365550

Email:- exhibitorsales@showlite.co.uk

Quattro Display Ltd

Website:- www.quattrodisplay.com
Telephone:- +44(0)1527 918949

Email:- sallyg@quattrodisplay.com

GENERAL STAND FITTING REGULATIONS

The following stand regulations apply to all stands, both shell scheme and space only:-

- It is the responsibility of the exhibitor to examine the site allotted pre-show in order to avoid costly adjustments to stand structures from any building obstruction or pillars, for which the organisers cannot accept responsibility.
- All advertising and logos must be within the specified height limits and must not be sited on the rear of dividing walls.
- All stand structures, signs, exhibits, etc. must be contained within the stand space and cannot project out into or over the gangway.
- The design of your stand must be such that it can be constructed and dismantled within the time allowed in the exhibition timetable.

- All stand structures must be self-supporting. Suspension may not be made from the roof of the exhibition hall, nor any fixing made to the building structure. Nothing may be drilled, attached or bolted to the hall floor.

- Carpets and other floorcoverings must comply with BS 4790 and must be secured and maintained so as not to cause a hazard. Only approved recommended carpet tape may be used directly onto the exhibition floor. Please also refer to "Carpet".

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 indicated 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) Egress & Access on Stands

Entrances/exits must be a minimum of 2.5m high and emergency exits must be at least 1.5m wide.

Exits with doors opening directly onto a gangway must either open inwards or be recessed into the stand and must contain a vision panel or window.

Where required exits must be marked with appropriate signage – this may include illuminated exit signs.

8) 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.

Drapes alone may not be used as walling and precautions must be made to ensure that persons pushing against draping cannot fall through.

9) 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.

10) Glazing

All glazing must comply with current UK Building Regulations including BS 6206 and BS 6262. Any large areas of clear glazing shall be indicated with warning stripes or dots etc. Overhead glazing shall be of wired glass, laminated glass or be otherwise adequately protected from shattering.

11) 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.

12) Painting

All painting on-site must be carried out in water-based paints. No stand nor part thereof shall be surfaced or otherwise treated with cellulose paint or other substance with a low flash point.

13) Plastics

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

14) 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.

15) 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.

16) 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.

17) Stand dressing

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

18) 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.

19) 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.

20) 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.

21) 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.

STAND MODIFICATION/MODULAR DISPLAY STANDS

If you have a shell scheme stand at the show (under 24m²) 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 is designed to attach to the shell scheme system so may not be able to be used - dependant on fixings and upon request. Any additional electrical items need to be ordered and paid for directly with LX Exhibition & Events

If you would like to do this, please email hattie.king@impact-exhibitions.co.uk, or call +44(0)1892 862848.

STAND PACKAGES

There are 6 types of stand package available to **shell scheme exhibitors**:-

	Shell scheme	Furniture	Electrics
Package 1	4-5.5m ²	1 high stool	2 spotlights
Package 2	6-7.5m ²	2 high stools	2 spotlights
Package 3	8-12m ²	2 high stools 1 high table	4 spotlights
Package 4	13-21m ²	2 chairs 1 round table 1 literature rack	8 spotlights
Package 5	22-29m ²	4 chairs 2 round tables 1 literature rack	12 spotlights
Package 6	30m ² +	6 chairs 3 round tables 2 literature racks 1 lockable cupboard	16 spotlights

If you require **additional items of furniture** these are available to order directly from our official furniture supplier, **Showlite** (www.showlite.co.uk). Contact Charlie Stallwood on +44 (0)1264 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 & Events Ltd** 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 email exhibitorsales@showlite.co.uk, or telephone Robyn Richards/Emma Davies on +44(0)1264 365550, option 1.

STORAGE

Please note that you are not permitted to store any items or empties in the void areas behind your stand or in the exhibition hall itself. If you require storage, please contact Exhibit 3Sixty Logistics, details as below.

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.

Exhibit 3Sixty Logistics are 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
Fax:- +44 (0)845 5278141
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 the NEC, there is complimentary wi-fi across the whole venue. This service is only recommended for light internet usage, eg. to check emails or contact the office whilst on-site. Due to the high number of users at the venue the NEC is unable to offer assistance to any user having difficulty in connecting to this complimentary service.

If you wish to purchase internet for your stand, please order via the NEC order form or contact NEC Venue Services directly -

Tel: +44(0)121 767 3253; email eventorders@thenec.co.uk, website www.thenec.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.

TROLLEYS

Please ensure that you bring your own trolley to transport goods to your stand. Unfortunately there are no trolleys available for hire 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.

Trolleys will not be permitted within the halls during the show open hours.

WATER & WASTE

Water supplies and liquid waste disposal for stands is only available in certain areas of the hall – if you require any piped services for your stand, please contact:-

Venue Services

Tel: +44(0)121 767 3253

eventorders@thenec.co.uk

It is worth noting that a platform floor may be required to cover service pipes.

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.

WELCOME PACKS

There will be a Welcome Pack at PATS 2025 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 2025. 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 marketing manual includes details of free PR, free catalogue 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.

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.

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 2025 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 over three days to assist visiting journalists who want to discover factual details about exhibitors' products and services, or see the latest entries in the PATS New 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.

PATS DAILY 2025

Following on from its successful debut in 2024, the online PATS Daily will continue to bring you the latest news, views and information for PATS 2025.

Once again, the circulation will reach 10,000 retailers (independents, chains and garden centres, both here in the UK and overseas), groomers and everyone involved in the pet and aquatics trade, promoting what will be the largest-ever showcase of new products in the show's 16 years history.

Brought to you by the Pet Trade Xtra team on behalf of PATS, there will be six editions of the PATS Daily:

- 1) A full preview a week before the show
- 2) A build-up day issue, one day before the show starts
- 3) Day one of the show
- 4) Day two of the show

- 5) Day three of the show
- 6) Omnibus edition following the close of the show

Contact the PTX team for more information about their cost-effective advertising rates and helpful editorial service.

Telephone Pat Flynn on +44(0)7778 313623 or email alan@pottingshedpress.co.uk or pat@pottingshedpress.co.uk.

NEWS STORIES

If you have an exciting announcement to make, are celebrating a special occasion, exhibiting a product or service that is ground breaking in any way or if you will be hosting a celebrity on your stand, please do let us know. If your news is going to have an impact on the pet trade you may well have the makings of a great media story - and we're here to help you with that publicity. Please email press@impact-exhibitions.com with your information and photographs by **18th July 2025**. 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/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

Germany

Pet Worldwide – r.majer-abele@daehne.de; s.daubert@daehne.de; o.mengedoht@daehne.de
ZZA Online – kathrin.glaw@online.de

The Netherlands

Pets International & GlobalPets – content@pets.nl
Dibevo – j.verschure@dibevo.nl

EIRE

The Irish Garden - gerry.daley@theirishgarden.ie

France

Animal Distribution – A.BRACAVAL@groupe-atc.com

Belgium

Pet & Garden Pro – redactie@inventmedia.be

Italy

Zampotta – info@zampotta.it
Pet Trend – redazione.pettrend@pointvet.it

Spain

Pet Shops Magazine – info@petshopsmagazine.com

International/US

Pet Product News International – erohrock@petproductnews.com

Groomer to Groomer (also online) Todd Shelley (editor) todd@barkleigh.com

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

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 2025. Simply access your company profile via the PATS website Exhibitor Zone and upload your press releases. These will then appear instantly on the PATS website. If you have any issues contact joanna.bladon@impact-exhibitions.com.

Your press release should:

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

WEBSITE OPPORTUNITIES

Upload or update your company profile on the PATS Website

This is an extremely important step, because your company profile will be duplicated in the PATS show catalogue. Upload or update your profile (maximum of 100 words) through the Exhibitor Zone using your unique password. If you have any problems or queries, just contact Joanna Bladon at joanna.bladon@impact-exhibitions.com or call +44(0)1892 862848. The deadline for the catalogue is **25th July** for your profile to be updated.

Add a PATS “button” onto your own company website

We encourage you to add the **PATS logo** to your website. This will provide a simple and quick link with the PATS 2025 website and registration page. The more exhibitors who use this, the increased awareness and registrations potential for PATS 2025, 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.

SHOW FEATURES

PATS 2025 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 2024**.

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 **12th September 2025, or 1st 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 **12th September 2025**
2. Listing on the PATS New Products page on the PATS website
3. Entries received, with photographs, before **18th July**, may be included in the trade media previews
4. Inclusion in the Digital PATS Red Book for selected entries received by **1st August 2025**.

All products must be brought directly to the New Product Showcase stand at the show, between 1200hrs and 1700hrs on Saturday 27th 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 12th September 2025 will not be displayed on the New Product Showcase.**

These awards will be judged by a panel of retailers at PATS 2025.

Winners will be notified during the first day of the show, on Sunday 28th September 2025.

The nine categories are:-

1. 2025 'New' **cat accessories & toy products**
2. 2025 'New' **cat food & products**
3. 2025 'New' **dog food products**
4. 2025 'New' **dog treat products**
5. 2025 'New' **dog accessories & toys products**
6. 2025 'New' **dog harnesses, leads & dog wear products**
7. 2025 'New' **small animal & bird products**
8. 2025 'New' **pet care products**
9. 2025 '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.**

AQUATICS ZONE AT PATS 2025 NEW PRODUCT SHOWCASE & AWARDS

An exciting addition to our Aquatics Zone at PATS is the Aquatics Zone New Product Showcase. Every Aquatics Zone exhibitor 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 October 2024.**

The Aquatics Zone New Product Showcase categories are:-

1. 2025 'New' **Indoor** Aquatics Zone product
2. 2025 'New' **Outdoor** Aquatics Zone product
3. 2025 'New' **Reptile** Aquatics Zone product

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 **12th September 2025, or 1st 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 **12th September 2025**.
2. Listing on the Aquatics Zone New Products page on the PATS website
3. Entries received, with photographs, before **18th July**, may be included in the trade media previews
4. Inclusion in the Digital PATS Red Book for selected entries received by **1st August 2025**.

All products must be brought directly to the Aquatics Zone New Product Showcase stand between 1200hrs and 1700hrs on Saturday 27th 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 12th September 2025 will not be displayed on the Aquatics Zone New Product Showcase.**

These awards will be judged by a panel of retailers at PATS 2025 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 28th September 2025.

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

The PATS Grooming Workshop, featuring state-of-the-art grooming demonstrations and talks, is one of the most popular features of the exhibition. The demonstrations by some of the country's leading groomers will highlight the knowledge and expertise required to complete traditional grooming techniques successfully as well as showing off a few modern and creative ideas as well.

Full details of the grooming workshop programme will be on the PATS website nearer to the show.

PATS NEW STARTER ZONE

Now in its fourth 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.

PATS SHOW LEAFLETS

PATS show leaflets offer an additional, personal opportunity for you to invite your customers to the show and best of all, they are completely free of charge. Simply complete **Form 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 Joanna Bladon by telephone +44(0)1892 862848, or email joanna.bladon@impact-exhibitions.com.

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):-

Leaflet distribution (maximum 5) – 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 lounge. Your sponsorship will appear within the show guide, within our 90,000 direct mail pieces and of course on site at PATS 2025.

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

ON-SITE DEALS & DISCOUNTS

Our Show Offers page on the PATS website features exclusive **show-only** discounts, vouchers and incentives redeemable only by visiting PATS 2025. 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 **1st August 2025** for inclusion).

Every exhibitor is offered the opportunity to promote their show-only deals – simply complete and return **Form 6**.

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 £199.00 + VAT to activate SmartScan on multiple devices.

If you need any more information on this please contact 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, email hattie.king@impact-exhibitions.com, to be featured and to promote your brand as much as possible

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 at the NEC.

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

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 approximately 3,000 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 **1st August 2025**. 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 +44(0)1892 862848 or email joanna.bladon@impact-exhibitions.com.

PATS 2025 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>	28 th September 2025	
-	SmartScan App <i>link via your LiveBuzz login</i>	28 th September 2025	
-	Event Staff <i>link via your LiveBuzz login</i>	29 th August 2025	
1	Risk Assessment	29 th August 2025	
2	Livestock on Stands	29 th August 2025	
3	Show Leaflets	12 th September 2025	
4	Deals & Discounts	28 th September 2025 (Digital Red Book deadline 1 st August)	
5	Lifting & Forwarding	1 st September 2025	
6	Contractor Wristbands	5 th September 2025	
7	Space Only Stand Plan Submission	29 th August 2025	
8	Electrical Order	5 th September 2025	
9	Shell Scheme Accessories	29 th August 2025	
10	Fascia Nameboard (link)	29 th August 2025	
11	Additional Furniture	29 th August 2025	
12	Space Only Floorcovering	29 th August 2025	
13	Water on Stand/Special Risk	22 nd August 2025	
14	Compressed Air <i>link via NEC Services Form</i>	17 th September 2025	
15	New Product Showcase Entry	12 th September 2025 (Digital Red Book deadline 1 st August)	
16	Aquatics Zone New Product Showcase Entry	12 th September 2025 (Digital Red Book deadline 1 st August)	
17	Communications/Internet <i>link via NEC Services Form</i>	13 th September 2025	
18	AV Equipment Hire (link)	13 th September 2025	
19	Catering & Hospitality <i>link via NEC Services Form</i>	19 th September 2025	

