



Marketing Manual

**The A-Z of promoting your presence at
PATS 2025**



Dear Exhibitor,

Welcome to your PATS 2025 marketing 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 promoting your presence at PATS 2025.

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.

This manual 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.

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

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

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MARKETING AND PR INFORMATION

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 – erotherock@petproductnews.com

Groomer to Groomer (also online)	Todd Shelley (editor)	todd@barkleigh.com
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Trade Associations with newsletters

BIRA (incorporating the PPRA)	Joanne Beale	joanne.beale@bira.co.uk
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PetQuip (International Trade Association of Pet Equipment Suppliers)	Susan Fairley	susan@petquip.com
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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.