



**PATS**  
**2026**

**PET & AQUATICS  
TRADE SHOW**

**27-29 SEPTEMBER**  
**NEC BIRMINGHAM**

**patshow.co.uk**

**WHERE THE PET AND  
AQUATICS TRADE  
MEET TO DO BUSINESS**

# INTRODUCTION

**The UK's leading trade event for the pet & aquatics industry.**

PATS is the UK's most important B2B exhibition for the pet, aquatics and animal health sectors. It brings together brands, manufacturers and suppliers with the retailers, buyers and organisations that shape the UK pet market.

PATS is a focused trade environment designed to support product discovery, supplier meetings and long-term commercial relationships.



# WHAT IS PATS?

A show built around real buying behaviour

PATS CONNECTS:



PET, AQUATICS  
AND ANIMAL  
HEALTH BRANDS



INDEPENDENT  
RETAILERS AND  
BUYING GROUPS

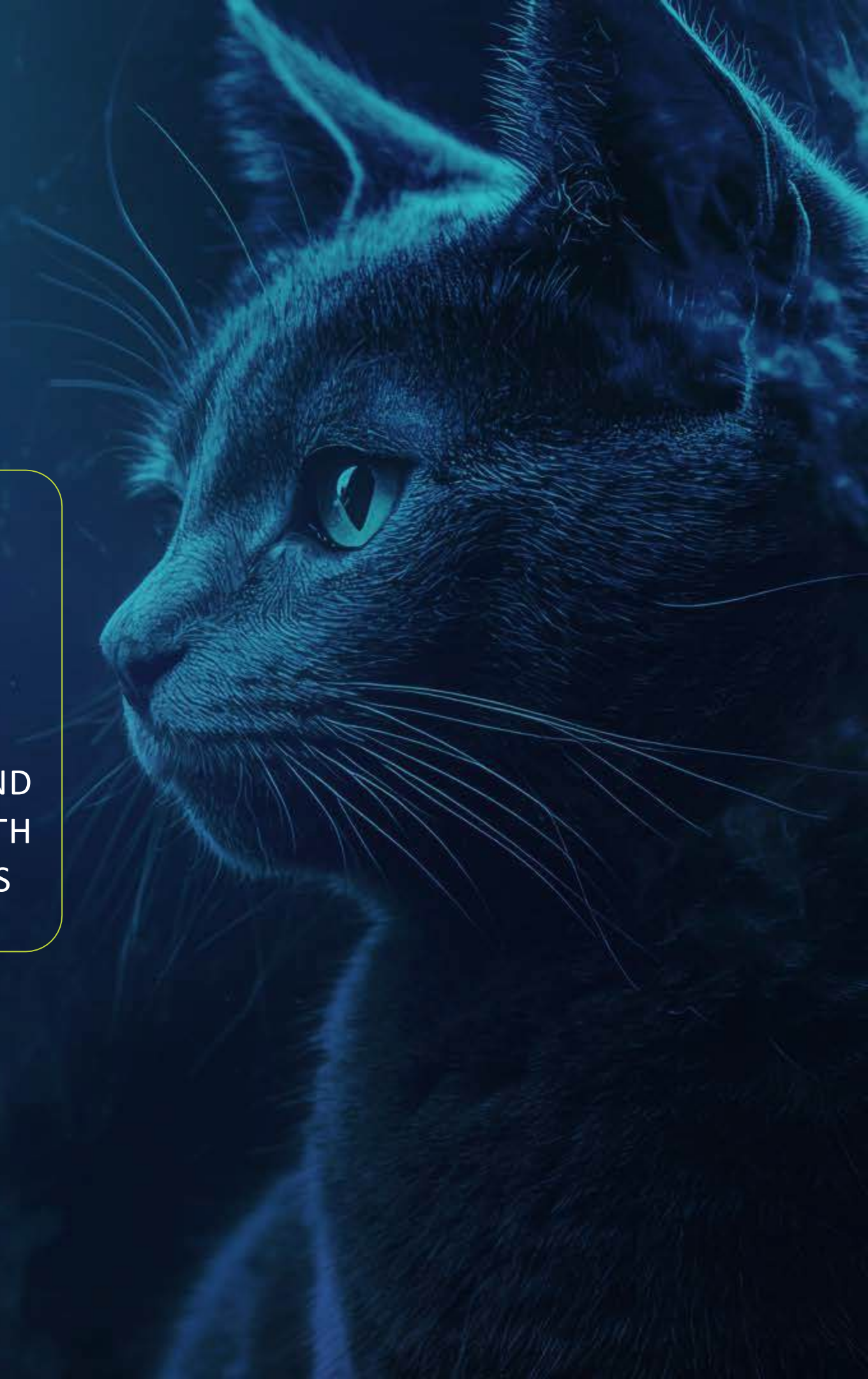


NATIONAL  
MULTIPLES AND  
ONLINE  
RETAILERS



VETERINARY AND  
ANIMAL HEALTH  
ORGANISATIONS

This is not a consumer event. PATS is built for buyers who attend with a clear commercial purpose.



# WHY PATS?

A live platform that delivers measurable business outcomes

PATS EXISTS TO:



HELP BUYERS  
DISCOVER NEW  
PRODUCTS AND  
SUPPLIERS



ENABLE  
MEANINGFUL  
FACE-TO-  
FACE  
MEETINGS



SUPPORT  
CONFIDENT  
PURCHASING  
DECISIONS



CREATE  
LASTING TRADING  
RELATIONSHIPS

This clear focus is why PATS continues to grow year-on-year.

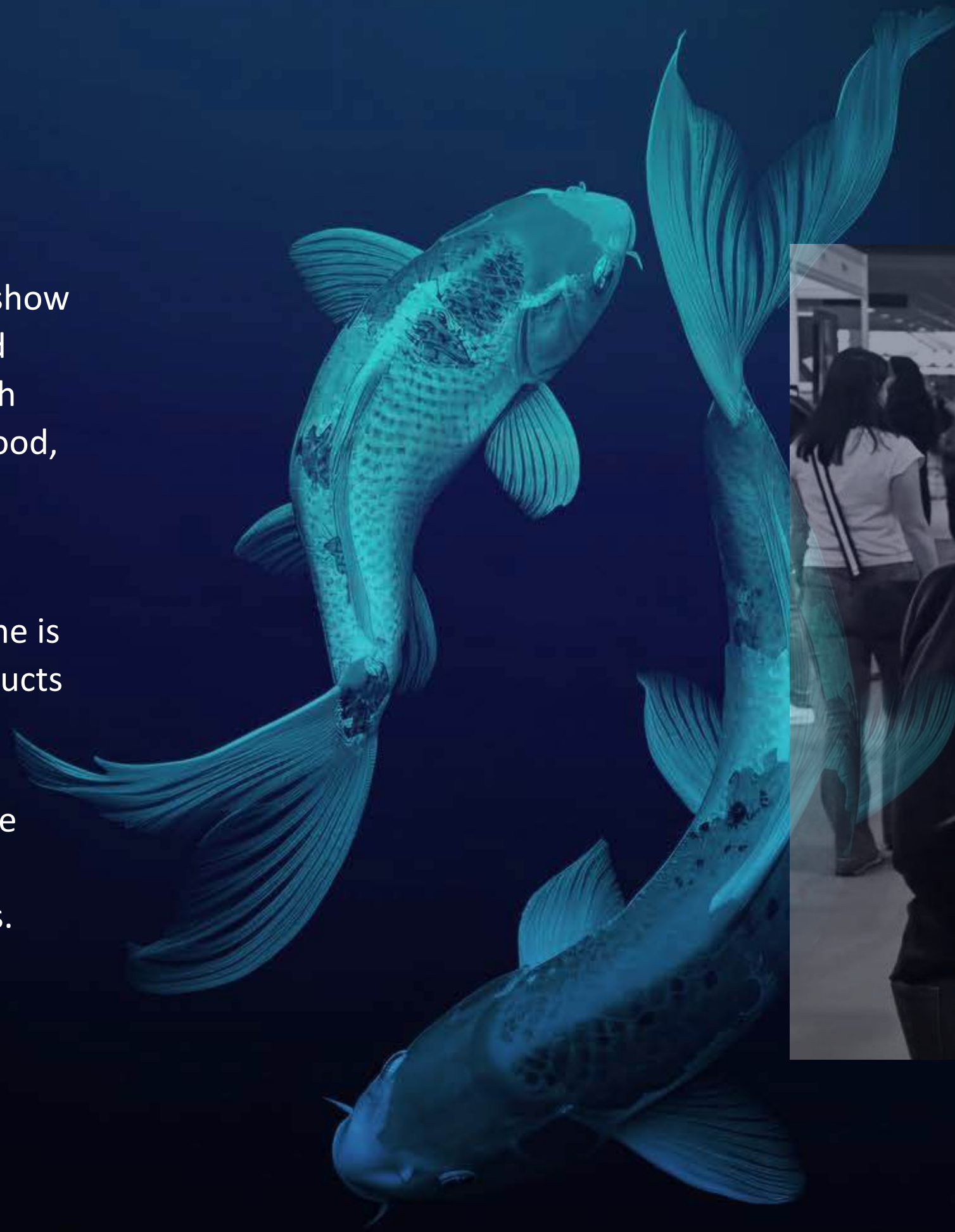
# WHY NOW?

## **A strong market with changing buyer needs.**

The UK pet care market continues to show long-term growth, driven by increased pet ownership, premiumisation, health and wellness, and innovation across food, accessories and enrichment.

At the same time, retailers are under pressure. Buying teams are leaner, time is limited and the need to evaluate products efficiently has never been greater.

PATS brings the market together at the moment buyers are actively sourcing, comparing and planning future ranges.



**WHY NOW? Continued One place.**

**One time.**

**Real decisions.**

Retailers no longer want to attend multiple low-value events. They want fewer, higher-quality opportunities to meet suppliers and make decisions.

**PATS PROVIDES A TRUSTED, TIME-EFFICIENT PLATFORM WHERE BUYERS CAN:**



COMPARE  
PRODUCTS SIDE  
BY SIDE



DISCOVER  
SUPPLIERS THEY  
WOULD NOT  
OTHERWISE MEET



MAKE INFORMED  
PURCHASING  
DECISIONS IN A  
FOCUSED  
ENVIRONMENT



# PATS 2025 PERFORMANCE

A record-breaking year  
PATS 2025 DELIVERED:

**6,021**

VISITORS, UP 70%  
YEAR-ON-YEAR

**445**

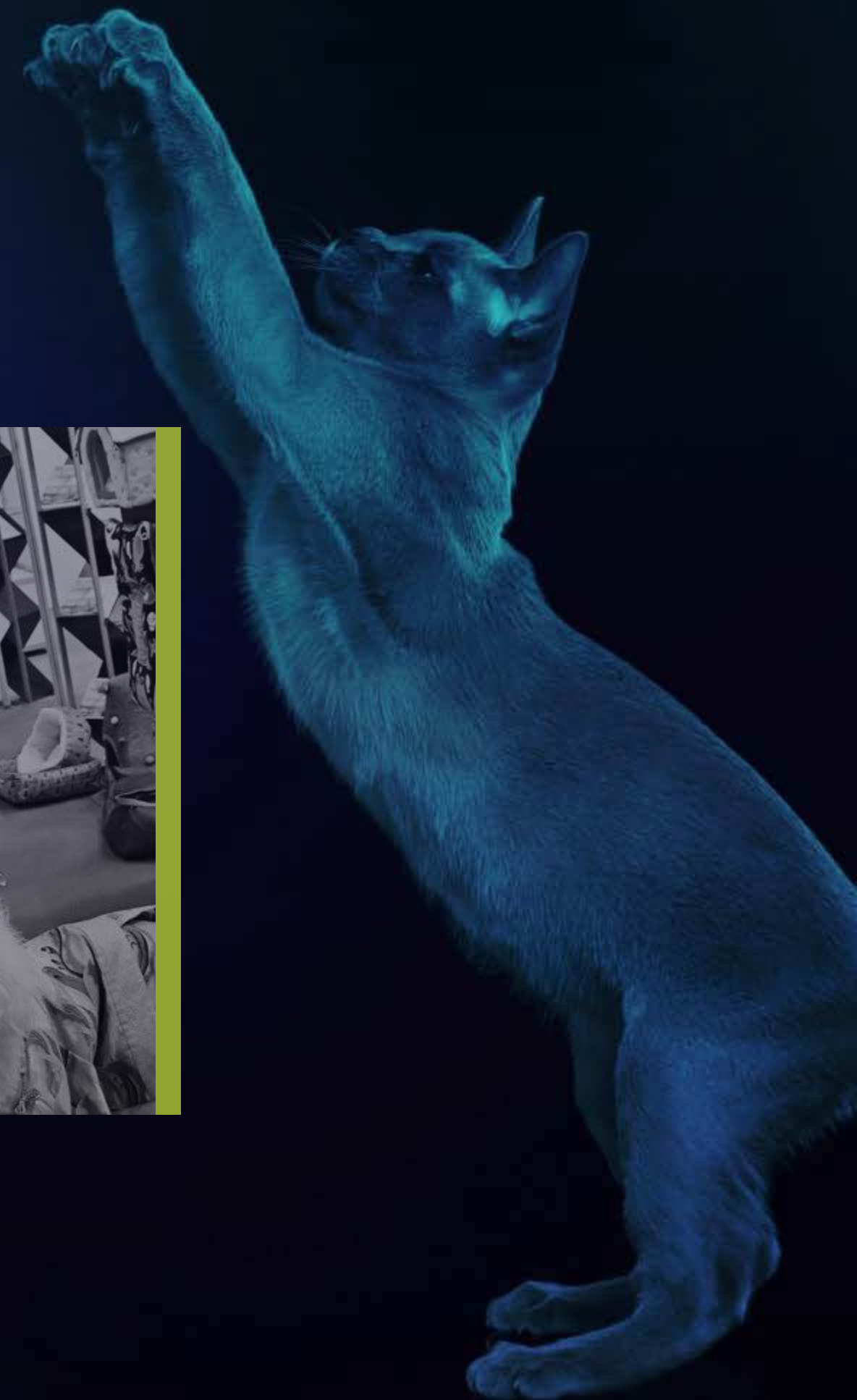
EXHIBITORS FROM  
15 COUNTRIES

**317**

INTERNATIONAL  
BUYERS, UP  
169%

OVER **300**  
BRANDS ALREADY  
REBOOKED FOR  
2026

MORE THAN **90%** OF  
2025 FLOOR SPACE  
RE-SOLD



# WHO YOU WILL MEET

A high-quality retail audience.  
Buyers attend PATS from across the market,  
including:



This is a senior audience with real buying responsibility.



# BUYING POWER AND INTENT

Buyers come ready to do business

**83%**

HAVE FULL OR  
JOINT PURCHASING  
AUTHORITY

**75%**

ATTEND TO DISCOVER  
NEW PRODUCTS

**56%**

ATTEND TO SOURCE  
NEW SUPPLIERS

**38%**

ATTEND SPECIFICALLY  
TO PLACE ORDERS



# COMMERCIAL IMPACT

Exhibiting delivers strong ROI

**£27,900**

AVERAGE EXPECTED BUYER  
SPEND IN THE 12 MONTHS  
POST-SHOW

**61%**

MET SUPPLIERS THEY WOULD  
NOT HAVE MET OTHERWISE

**75%**

SAY THEY PROBABLY OR  
DEFINITELY WILL PURCHASE  
FROM AN EXHIBITOR

**5+ HRS**

AVERAGE  
DWELL TIME



# WHY EXHIBIT AT PATS?

A commercial opportunity, not just visibility

EXHIBITING AT PATS ALLOWS YOU TO:



MEET DECISION-  
MAKERS  
FACE-TO- FACE



LAUNCH AND  
SHOWCASE NEW  
PRODUCTS



WIN NEW  
RETAIL  
ACCOUNTS



STRENGTHEN  
EXISTING  
CUSTOMER  
RELATIONSHIPS



POSITION YOUR  
BRAND AT THE  
HEART OF THE UK  
PET INDUSTRY



# PRODUCT DISCOVERY

Relevant buyers across key categories



DOG  
PRODUCTS



CAT  
PRODUCTS



SMALL  
ANIMALS



AQUATICS  
AND WATER  
GARDENING



HEALTH,  
NUTRITION AND  
WELLNESS



# CO-LOCATED WITH BETA INTERNATIONAL

Additional reach beyond the pet sector



PATS is co-located with BETA International, the UK’s leading equestrian and country trade show.  
**THIS CREATES VALUABLE CROSSOVER, INCREASING:**



EXPOSURE TO  
ADDITIONAL  
RETAILERS



FOOTFALL  
AND DWELL  
TIME



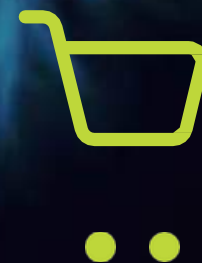
OPPORTUNITIES  
BEYOND  
CORE PET RETAIL



200+  
BRANDS



3000+  
DELEGATES



INTERNATIONAL  
HOSTED BUYER  
PROGRAMME

# PARTNERSHIPS AND BUSINESS SUPPORT

## More value for exhibitors and retailers

PATS 2026 is supported by confirmed partnerships with the Pet Industry Federation (PIF), adding further industry credibility and commercial value to the show. In association with PIF, the new Drop-In Clinic will offer practical, business-focused support for pet industry professionals, providing retailers, service providers and suppliers with convenient access to expert advice that fits around a busy show schedule.

Visitors will have the opportunity to discuss real operational challenges with industry specialists across areas such as business management, legal and regulatory compliance, animal welfare standards and customer service. Whether reviewing existing practices or seeking guidance on industry regulations, the clinic will deliver tailored insights relevant to businesses of all sizes, from independent retailers to growing multi-site operations.



# PATS 2026

Building on momentum

## EXPANSION

INTO HALLS 3 AND 3A AT  
THE NEC BIRMINGHAM

## INTRODUCTION

OF A HOSTED BUYER  
PROGRAMME

16,000+ SQM

OF EXHIBITION SPACE

## CONTINUED

INTERNATIONAL BUYER  
GROWTH



# STAND PACKAGES

Clear, flexible options

## SHELL SCHEME

**4 TO 20 SQM**

£419 + VAT PER SQM

**21 SQM AND ABOVE**

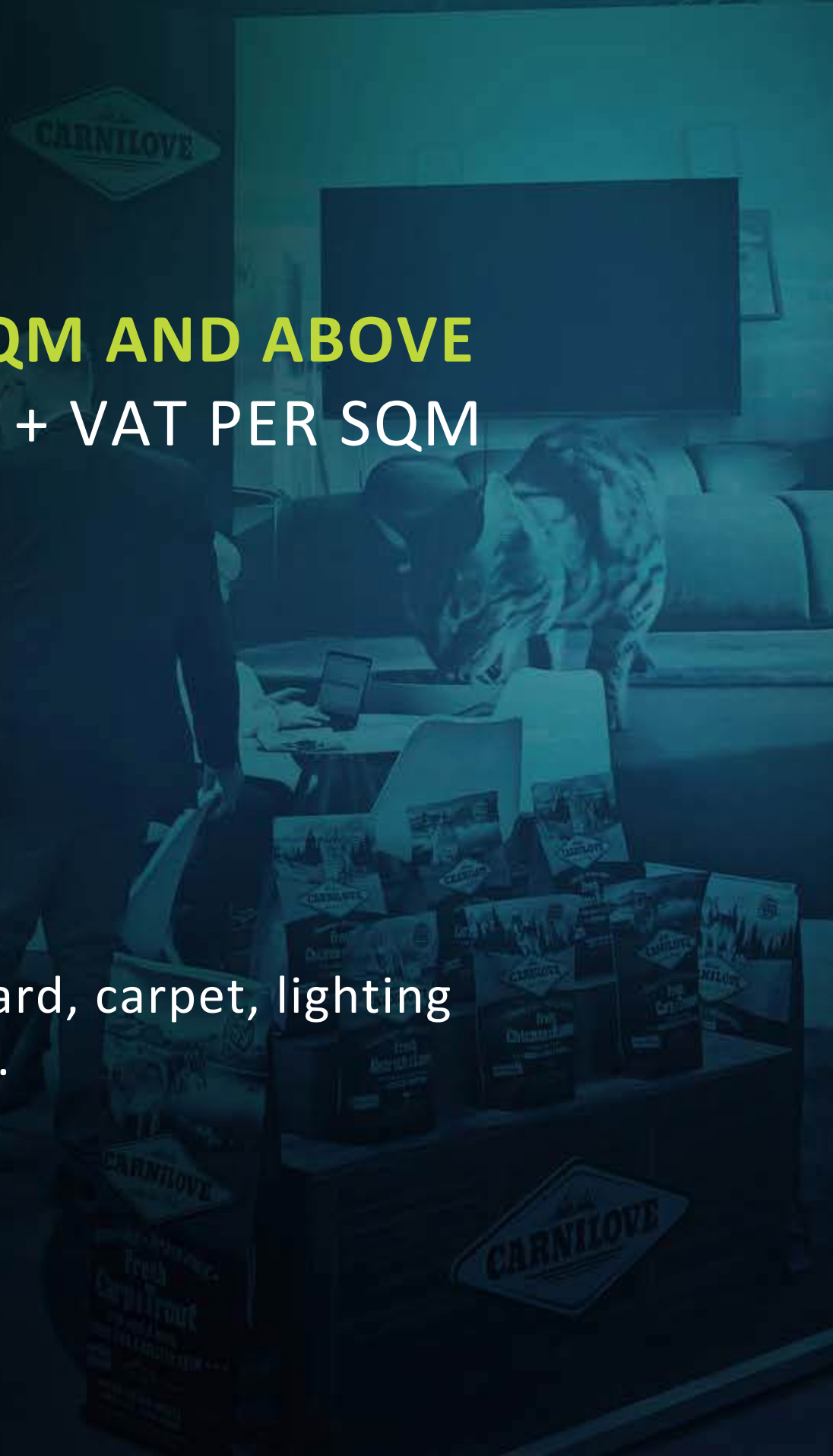
£380 + VAT PER SQM

## SPACE ONLY

**24 SQM AND ABOVE**

£330 + VAT PER SQM

Shell scheme includes walling, name board, carpet, lighting and furniture. Electrics are not included.



# FLOORPLAN AND AVAILABILITY

## Space is limited

All white stands on the floorplan are currently available. Early commitment is strongly recommended



<https://floorplan.live/data/api/events/4619/views/68/pdf-external>

# SATISFACTION & ADVOCACY

A trusted industry event

**70%**

SAY PATS IS  
IMPORTANT TO  
THEIR BUSINESS

**15.5+**

NET  
PROMOTER  
SCORE

**4.1/5**

EXHIBITORS  
RATE LIKELIHOOD  
TO RETURN



# MEET THE TEAM



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# ABOUT RACCOON MEDIA GROUP

Experienced, award-winning  
organisers

Raccoon Media Group is a multi-award winning events and media company with 20+ B2B and B2C events globally including PATS, BETA International and the National Equine Show. We design events that deliver real commercial outcomes.

# RACCOON MEDIA GROUP



# SECURE YOUR PLACE AT PATS 2026

MEET THE  
BUYERS THAT  
MATTER.



SHOWCASE  
YOUR PRODUCTS  
TO A MOTIVATED  
AUDIENCE



GROW YOUR  
BUSINESS AT THE UK'S  
MOST IMPORTANT  
PET TRADE EVENT.



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