



EUROTIER 2024
November 12-15, Hannover, Germany



The British Livestock sector has benefited from a strong presence at EuroTier events held over many years with a dynamic joint industry stand supported by cattle, sheep and pig societies alongside breeding (AI & ET) and other associated companies.

With your support, we would like to go ahead and reserve a 'British Livestock Pavilion' at EuroTier, Hannover, Germany, Tuesday 12th – Friday 15th November 2024. We are therefore looking for industry support with packages at either £500 or £1000 (excl VAT). You will find full details of each package below.

Held every two years, this is the world's largest indoor livestock exhibition boasting 150,000+ visitors and over 2,300 exhibitors – half of whom are international companies. As such, a strong UK presence at EuroTier allows British farming and breeding organisations to promote themselves on the global stage.

We are planning a joint 8x4m British Livestock Pavilion as usual in Hall 11 (the main animal breeding/genetics area) to provide a platform for promoting our sector under one roof.





Participating companies at **£500** will benefit from shared resources including meeting area, reception desk for promotional materials, company information/logo in the British Livestock brochure, joint display graphic, interpreter and light refreshments.

Those at **£1,000** will benefit from all the above with the addition of your own dedicated display panel (2m x 1m approx), an entry ticket plus an advert in the British Livestock brochure. An invoice will be forwarded to you in due course. Stand Managers are Rob Grinnall and Richard Saunders on behalf of the British Livestock Genetics (BLG) consortium.



As part of the package, we have put in place a marketing plan with EuroTier organisers DLG to promote the event to the UK livestock sector and beyond by means of printed and online adverts, social media posts and editorial. Our intention is to therefore to provide you the relevant information (articles, logos, adverts, editorial etc) and ask you to share it accordingly through your printed and online media as momentum for the event builds.

I would be grateful if you would let me have all expressions of interest by 31st March 2024.

If you would like any further information regarding participation, please contact Richard Saunders on 07901768904 or richardsaunders1965@yahoo.co.uk.

