EXHIBITOR INFORMATION

UK Pavilion at Zoomark 2027

11–13 May 2027
Three trade days

Bologna, Italy
UK Pavilion with central PIF World Hub

Five stand sizes
From £3,600 + VAT



Artist's impression of a 16m² stand – for illustrative purposes only

About the UK Pavilion

Exhibit at Zoomark 2027 with a ready-built stand within a coordinated British presence.

At the centre of the Pavilion, the PIF World Hub provides a shared space for buyer meetings, networking and hospitality, helping to draw visitors to every participating UK business.

Why the UK Pavilion?

- **A strong national presence** – exhibit alongside fellow British businesses under one recognisable UK identity.
- **Turnkey stands** – walling, carpet, fascia, furniture, lighting and power are all arranged for you.
- **The PIF World Hub** – a focal point for meetings and hospitality.
- **PIF World support** from first enquiry through to the show floor.

Every turnkey stand includes

Walling and carpet
3m-high walls and grey carpet

Fascia graphics
Branded UK Pavilion fascia

Reception desk
With stool

Coat stand
And waste bin

UK Pavilion participation is available to PIF members. Premium positions are limited and allocated subject to availability.

UK Pavilion at Zoomark 2027

Stand sizes, prices and what's included

Choose your stand size

All prices are per stand and exclude VAT. Larger stands include more lighting, furniture, storage and power.

9m²	12m²	16m²	20m²	24m²
from **£3,600** + VAT	from **£4,570** + VAT	from **£5,850** + VAT	from **£7,130** + VAT	from **£8,420** + VAT

What your stand price includes

ITEM	9m²	12m²	16m²	20m²	24m²
EVERY TURNKEY STAND					
3m-high walling and grey carpet	✓	✓	✓	✓	✓
Branded fascia graphics	✓	✓	✓	✓	✓
Reception desk and stool	✓	✓	✓	✓	✓
Coat stand and waste bin	✓	✓	✓	✓	✓
VARIES BY STAND SIZE					
Lights	3	4	4	5	TBC
Table and chairs	1 + 2	1 + 4	1 + 4	1 + 4	TBC
1m × 1m storage cupboard	–	–	✓	✓	TBC
Multi-sockets	1	1	2	2	TBC

24m² stand specification to be confirmed separately. Exact furniture and electrical provision may vary slightly by stand layout. Display furniture shown in the stand images (such as shelving and showcases) is available as an optional extra.

Premium positions

Premium corner · two open sides
+ £250 + VAT

Premium PIF World Hub position
+ £250 + VAT

Optional extras
Charged separately

Stand positions and the PIF World Hub

Standard and premium positions

Choose the position that best supports your brand, subject to availability.



Standard position — One open side · included

A turnkey Pavilion stand with one open side and all standard package inclusions – a straightforward, professional presence within the coordinated UK Pavilion.



Premium corner — + £250 + VAT

A limited number of stands will have two open sides, creating a more open presentation and greater visibility from adjoining aisles.

The PIF World Hub



Indicative PIF World Hub concept – courtesy of Henoto

A shared focal point at the heart of the UK Pavilion, used for:

- Buyer and distributor meetings
- Introductions and networking
- Informal conversations and Pavilion hospitality
- Promotion of participating British brands

Premium Hub position + £250 + VAT

Selected stands around or integrated with the Hub offer a prominent location close to the Pavilion's main meeting and hospitality area. These positions are limited and allocated subject to the final Pavilion layout.

Stand images are artist's impressions for illustrative purposes only. Final stand design, finishes and positions will be confirmed when the Pavilion plan is finalised.

Extras, booking terms and how to book

Need more? Make your stand your own with optional extras, charged separately:

- Display cubes and showcases
- Additional furniture
- Enhanced graphics and wall branding
- Further electrical requirements
- Other display equipment

Optional items are not included unless specifically confirmed. Once your stand is booked, Henoto can liaise with you directly on extras and graphics, with PIF World copied in.

Booking terms at a glance

Eligibility	The UK Pavilion is open to PIF members. Non-members are welcome to join PIF before their booking is confirmed.
Prices	Shown in pounds sterling, excluding VAT. Prices are confirmed on acceptance of your booking.
Deposit	50% of the stand price, invoiced once your booking is accepted.
Balance	The remaining 50%, payable by **15 January 2027**.
Allocation	Stands and premium positions are allocated subject to availability and the final Pavilion layout.
Terms	All bookings are subject to the PIF World UK Pavilion terms and conditions, which you accept when you submit the booking form.

How to book

1. **Complete the online booking form**, choosing your stand size and any premium position.
2. **We review and confirm** your booking and stand allocation.
3. **Pay your 50% deposit** on receipt of our invoice to secure your stand.
4. **Pay the balance** by 15 January 2027.
5. **Get show-ready**: we'll send exhibitor guidance, deadlines and logistics information ahead of the show.

Ready to book your stand?

Scan the code or use the link below to complete the online booking form. Spaces in the UK Pavilion are limited.

Questions? Email **events@pifworld.uk**

Book online now →

Information correct at time of publication and subject to change.