



BFREPA LIVE 2026

THE BRITISH FREE RANGE EGG SHOW

THURSDAY 26 NOVEMBER 2026



TRADE EXHIBITOR INFORMATION



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In association with the Pullet Hatcheries & Breeders Association

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Joe Jawad Khawaja
+447383843175
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Managing Director(UK & IE), Innovad Group



Telford International Centre

Telford International Centre's central location means it is easily accessible from anywhere in the UK.

There are over 1,500 car parking spaces on-site, all within easy walking distance of the venue.

BY RAIL:

Situated just over a mile from Telford Central Station, TIC is a 15-minute walk or two-minute taxi drive away. There are regular services from Birmingham New Street, Wolverhampton, and Shrewsbury.

BY AIR:

The International Centre is less than an hour by road from Birmingham International airport, with rail connections from Birmingham International Station.

SAT NAV POSTCODE:

TF3 4JH

WHAT THREE WORDS:

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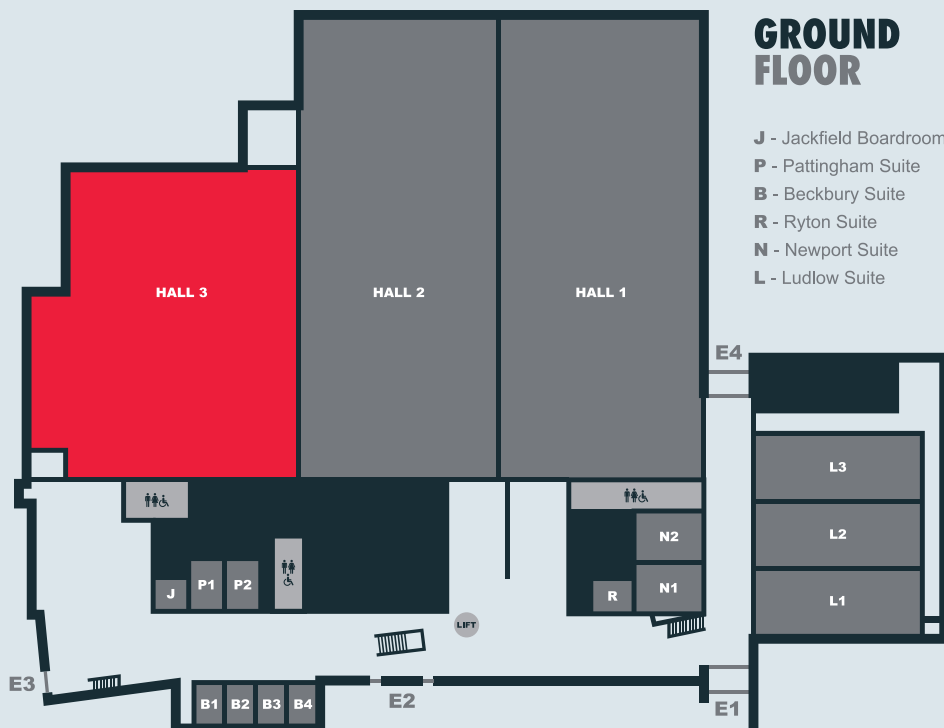
THE FIRST **DUAL-STRAIN IN-LAY** SALMONELLA VACCINE¹



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References: 1. AviPro Salmonella Duo Summary of Product Characteristics (SPC), compared to 2 other SE live vaccine SPCs. AviPro Salmonella Duo contains: *Salmonella enterica*, subsp. *enterica*, serovar Enteritidis, strain Sm24/Rif12/Ssq, Live min. 1×10^8 CFU* and max. 6×10^8 CFU*. *Salmonella enterica*, subsp. *enterica*, serovar Typhimurium, strain Na12/Rif9/Rtt, Live min. 1×10^8 CFU* and max. 6×10^8 CFU*. *CFU - colony forming units. Legal Category: [POM-V]. Advice should be sought from the medicine prescriber prior to use. **Use medicines responsibly.** www.noah.co.uk/responsible. Elanco UK AH Limited, Form 2, Bartley Way, Bartley Wood Business Park, Hook RG27 9XA. Telephone: 01256 353131. Email: elancouk@elanco.com. Prescription decisions are for the person issuing the prescription alone. For further information, consult the product SPC. AviPro, Elanco and the diagonal bar logo are trademarks of Elanco or its affiliates. © 2026 Elanco or its affiliates. PM-UK-25-0640 | January 2026



Exhibitor Area

The trade exhibition and conference will take place in Hall 3 shown on the plan above in red shading.

Hall 3 allows both the conference and trade exhibition to be in one space and provides greater flexibility and convenience for everyone. The centre is a disabled-friendly venue with everyone being able to access all public areas of the event. There is ample free car parking on site.

Wi-Fi is available for internet browsing during the event, however it is advisable to check if you need more internet to utilise other equipment, including card payment machines.

Each of the trade exhibitor stand packages include 2 x day delegate tickets which include 2 servings of

tea/coffee, a bacon roll on arrival and a 2-course hot fork lunch as part of the exhibition stand booking.

Additional day delegate packages can be added on request at a cost of £60.00 plus VAT which can be booked through our website or directly to kate@bfrepa.co.uk.



Partnering with **over 200** farming families



Be part of the Noble family

With over 100 years in farming, Noble Foods understands what producers need: reliability, full support and a team who's with you every step of the way.

As the name behind the UK's best-selling egg brands, we're here and ready to support your business – today and for the long term.

Join us. Let's build your future together.

We offer the full package:

- ✓ **Regular farm visits backed by decades of expertise – to support compliance, offer guidance and maximise flock performance**
- ✓ **High-quality pullets with finance options**
- ✓ **14-day payment terms**
- ✓ **Organic, free-range and barn contracts available**
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- ✓ **End-of-flock carbon reporting and support**
- ✓ **New build advice**



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Ready to discuss the benefits
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noblefoods.co.uk

A Holistic Approach to Total Performance

Beyond additives — F1 Performance Pack targets the four biological systems that drive real *flock productivity*.

LIVER

GUT

REPRODUCTIVE

MUSCULOSKELETAL

Performance in poultry isn't driven by a single input — it's the result of **multiple biological systems working in harmony**. F1 Performance Pack is integrated solution designed to support all four.

Delivered through a precision combination of science-backed actives: fully active Vitamin D metabolite source, lysophospholipids, and encapsulated nutritional technologies — working precisely where they're needed most.

4 SYSTEMS. ONE HOLISTIC APPROACH.



Liver Metabolism

Optimises nutrient processing and metabolic efficiency at the source



Reproductive Output

Supports egg quality, production rate, and persistency



Gut Efficiency

Improves absorption and controls pathogenic pressure throughout the gut



Calcium Utilisation

Enhances shell quality and musculoskeletal strength

MEASURABLE RESULTS



Better shell quality



Improved persistency



Enhanced feed efficiency



Flock resilience



One pack. System-wide performance.

Replace multiple inputs with a single, science-backed solution.

Start today



Stand options

All stands set up using a shell scheme system similar to the image above, included in the price. We have three sizes available.

Headline Sponsor Stand:
6m x 4m - £2,300.00 + VAT

Premium Stand:
4m x 3m - £1,220.00 +VAT

Standard Stand:
3m x 2m - £990.00 +VAT

To reserve your trade stand pitch please contact Keith Wild in the first instance on 03301 744755 (Option 2) or by email to keith.wild@bfrepa.co.uk.

The shell stands can be fitted out with several additional extras including:

- Electricity
- Carpet
- Shell scheme overlay graphics
- Stand Furniture
- Internet

Stagecraft UK are our service provider for the stands, and they can provide and fit the stand to your personal requirements including artwork, which is yours to take away from the event if you want to. If you require additional extras which are not listed, please contact kate@bfrepa.co.uk or 03301 744 755 (Option 1).



Build Up and Breakdown

Set up is on Wednesday 25th November 2026 up until 10pm. Contracted stand builders have priority access from 8:30am and exhibitors from 11:00am.

Forklift Availability

Should you require the services of a forklift, please let us know and this can be arranged for an additional fee. It may be possible for several traders to share the fee. If you need to arrange any deliveries to the event centre, please let Kate Dickinson (kate@bfrepa.co.uk) know especially if it is going to be before set up day.

Breakdown can take place from 4:30pm on Thursday 26th November up until 10pm. Any fees incurred by BFREPA due to stand holders not breaking down their trade stand by the deadline time, may be passed onto the exhibitor.

Should exhibitors require to arrange pick up following the event, please let Kate Dickinson (kate@bfrepa.co.uk) know especially if it is going to be after the event.

For your safety, and the safety of others, the following guidelines must be adhered to during these times:

1. No persons under the age of 16 are permitted in the exhibition halls during these periods.
2. No vehicles will be allowed to load / unload or enter / exit the venue until authorised by a member of the venue security team.



- 3 No large items i.e., pop-up stands or trolleys may be taken through any of the main public entrances. All equipment must exit the building via the roller doors at the rear and side of the halls.
- 4 Stands must not be broken down until all public are clear from the hall.
- 5 Roller doors at the side and rear of the halls will not be opened until the venue security team & organisers are happy that the area is clear of general public, and the Event Manager gives approval to do so.

- 6 All staff to wear hi-vis during set up and break down.

Parking

On-site FREE parking is available for visitors & exhibitors to The British Free Range Egg Show and awards dinner.

Deliveries

No deliveries will be accepted by Telford International Centre without prior agreement. If you need to arrange for a delivery or collection to be made for your stand, please note deliveries / collections will only be accepted during normal working hours 09:00 - 17:00 Monday to Friday.



Please contact kate@bfrepa.co.uk or 03301 744755 (Option 1) to arrange a delivery/collection and obtain the relevant label. All deliveries should be clearly labelled with the delivery labels.

Please note should a delivery arrives outside of tenancy hours; the delivery may get turned away and any collection without collection labels will be disposed of. BFREPA cannot accept any responsibility for incorrect labelling or missing goods.

Provision of Alcoholic and Non-Alcoholic Drinks on Stand

Exhibitors are permitted to serve alcoholic refreshments or other non-alcoholic drinks from their stand to visitors at the National Free Range Egg Show. A corkage fee may be applicable. Please refer to the Telford International Centre portal exhibitor stand services where this can be booked.

Exhibitor Badges

All exhibitor staff will need to wear day delegate badges during the event and must wear hi-vis on build day on 25 November 2026 and during breakdown. Tickets and badges are non-transferrable. Please contact Kate@bfrepa.co.uk if you wish to amend a day delegate's details.

Insurance

The Organisers, whilst taking every reasonable precaution, expressly declines any responsibility for any loss or damage, which may befall the property of an Exhibitor from any cause whatsoever. The Exhibitor must insure for their legal liability, including:

- Suitable and sufficient Public Liability Insurance of no less than 5 million pounds
- Employers Liability of no less than 5 million pounds



A copy of the Public Liability Insurance certificate must be held on your stand throughout the duration of the event and must be provided upon request from the event organisers or the enforcing authorities.

Rigging, Drop Wires & Banners

All rigging must be ordered through Stagecraft and the web portal for trade stand services.

Risk Assessment & Method Statement Fire Safety - Stand Construction

There are strict regulations governing the materials, which may be used in the construction of stands and in the demonstration of products. All materials must comply with British Standard Numbers BS476 and BS5570 and/or BS3120. Exhibitors should ensure that their Contractor are made aware of these requirements.

The Organisers / Venue / Local Authority reserve the right to remove

any items which do not meet statutory requirements or which in their view, constitute a hazard. Failure to comply with this requirement could lead to stand closure.

Method Statements (larger stands only)

For larger Clear Floor Space and stands a Method Statement detailing how the stand will be built and operate is required.

The deadline for returning your Method Statement is 27 October 2025.

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- Multi-tiered structure
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Producers Association

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sustainability

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Receive a **COMPLIMENTARY** assessment on your first flock, with an introductory rate available for subsequent flocks (funded by BFREPA).

Upgrade to a **Silver** or **Gold** package to suit your operational needs.

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E-CO₂



Security

Event security will be in place throughout the build, live and breakdown period and the awards dinner.

Exhibitors are reminded to be vigilant at all times and report anything suspicious to security staff or event organisers.

Although every reasonable security precaution is taken throughout the Build Up, Open Period, and Breakdown, The Organisers cannot be held responsible for any loss, damage, or accidents which may occur to any Exhibitor's (or Contractor's) property or personnel.

We strongly recommend that any small or attractive items be kept under constant supervision.

Event Protester Policy

We are aware there are currently sensitivities around a number of issues across the sector and would like to reassure exhibitors we have zero tolerance to disruption at the event and retain the right to refuse entry for any reason, should it be deemed necessary.

The Security team will immediately remove anyone from the event who makes a nuisance of themselves.

If you believe your organisation or business may be targeted or if you have any intelligence about proposed activity at the event, please share it with us.



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Panbonis® supports layer and breeder hens during challenging periods of high calcium demand, such as egg production, securing bone quality and animal well-being. Panbonis® acts fast naturally. It does not need activation in liver or kidney, hence higher bioavailability. **Panbonis® simply secures your match point.**



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- + **Optimizes bone health**
- + **Stronger eggshell**
- + **Secures longevity and laying persistency**
- + **Reduces cumulative seconds and increases saleable eggs**

Contact details

Dr Joe | j.khawaja@innovadgroup.com
mobile | +44 7383 843175



Health & Safety Information

- 1 A Health & Safety Risk Assessment form is enclosed with this pack and must be completed and returned to Kate Dickinson, BFREPA Events Manager (kate@bfrepa.co.uk) prior to the event. The following items are classified as items of special risk and should be included in your risk assessment:
 - Balloons
 - Flagpoles
 - Animals
 - BBQ, garden pools and water features
 - Compressed gas
 - Laser products and displays
 - Naked flames (note candles are not permitted within the venue)
 - Pyrotechnics
 - Radioactive substances
 - Smoke machines
 - Strobe lighting
 - Vehicle displays
 - Welding and hot works
 - Working displays and machinery structures over 4m in height
 - Children under 16 years of age

- 2 It is the responsibility of the Exhibitor to hold the necessary Public Liability Insurance cover for third party risks and to ensure all their staff and contractors work in accordance with the relevant Health & Safety legislations.

The Exhibitor's public liability insurance must also include all and any risks including personal injury with a recommended minimum of £5 million insurance cover.

- 3 BFREPA has taken reasonable precautions to ensure the health and safety of everyone present, for those measures to be effective, please take reasonable precautions to avoid and prevent accidents occurring and obey the instructions of BFREPA's Officials, Stewards, and event centre staff.

Please clear rubbish and debris regularly during the event.

- 4 Any Exhibitor providing food and / or drink during the event must have the relevant food safety certification.
- 5 Exhibitors must not use any loudspeaker apparatus, noisy engines, or any other offensive practices to cause annoyance to adjoining exhibitors.
- 6 There is no smoking or use of e-cigarettes. There are external smoking shelters situated outside the building.
- 7 Any exhibitor wishing to display any item deemed as a weapon or replica weapon must inform the venue prior to the event to gain approval.
- 8 The show hall will be locked from 10pm Wednesday 26th November

until 8am Thursday 27th November 2025 and monitored by security during those hours, however it is the responsibility of exhibitors to safeguard their property.

BFREPA does not accept responsibility whatsoever for any losses in the build-up / take down or during the event.

- 9 All stands must be staffed continuously during the hours 9:00 until 16:30, when the event is open to visitors. Early departure is not permitted.
- 10 Stands must be taken down by 22:00 on Thursday 27th November 2025.



Cancellations/Refunds

1. BFREPA reserves the right to cancel all or part of the event for any reason to the extent permitted by the Unfair Contract Terms Act 1977, BFREPA will not be liable for any loss or damage whether caused by the negligence of the association or its staff/agents or in any other way whatsoever. BFREPA will in no circumstances be liable to the Exhibitor for any loss of business, profit or production or any similar loss or damage whether direct, indirect, or consequential and be under no obligation whatsoever to compensate the Exhibitor.
- 2 Any Exhibitor who cancels a booked stand pitch, for whatever

reason shall forfeit all fees paid to BFREPA. If the stand pitch can be re-let for the same price, then a refund will be paid less the administration fee shown below.

Cancellation Period	Fee Forfeit
After 26 October 2026	100%
26 September to 25 October 2026	75%
26 August to 25 September 2026	50%
Prior to 26 August 2026	25%

- 3 Cancellations must be made in writing to the BFREPA event manager, Kate Dickinson (kate@bfrepa.co.uk).



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BFREPA Free Range Awards Gala Dinner 2026 in association with the Pullet Hatcheries & Breeders Association

BFREPA and the Pullet Hatcheries and Breeders Association are delighted that our event partner Noble Foods and key sponsors, Newquip, Elanco and innovad group are all joining us again to celebrate the best of the UK's free range egg industry's achievements and recognise all those that make it a success.

We also thank Morspan as our Awards sponsor for the second year.

This is a fantastic opportunity to socialise and network following a day of learning about developments in the free-range egg industry.

Venue: The Ironbridge Suite, Telford International Centre, Telford, Shropshire, TF3 4JH

Date: Thursday 26th November 2026

Time: 7:00pm

Dress Code: Lounge Suits

Carriages: 1:00am

The Awards will follow pre-dinner drinks at 7.00pm and a three-course dinner with table wine kindly sponsored by innovad group from 7.45pm.



BFREPA National Free Range Egg Awards kindly sponsored by Morspan

The British Free Range Egg Producers Association (BFREPA) is delighted to announce that acclaimed comedian, actor and presenter Hugh Dennis will host the BFREPA Gala Dinner 2026.

Taking place on Thursday 26 November 2026 at the Telford International Centre, the Gala Dinner will once again bring together free range egg producers, packers,

suppliers and industry partners from across the UK for one of the sector's premier social and networking events.

The evening forms part of BFREPA's annual industry gathering and is held in association with the Pullet Hatcheries & Breeders Association, in partnership with Noble Foods, and with the support of sponsors Alltech, Newquip, Elanco and Innovad Group.

The Awards presented on the night for farming excellence are also sponsored by Morspan Construction. Our thanks go to all the sponsors.

One of Britain's most recognisable television personalities, Hugh is best known for his appearances on the hit BBC comedy show Mock The Week, alongside starring roles in the award-winning sitcom Outnumbered and the long-running comedy Not Going Out.

With a career spanning more than 40 years, Hugh has established himself as one of the UK's most versatile entertainers. His performing career began in 1985 as one half of the acclaimed comedy double act Punt and Dennis, leading to appearances in programmes including Carrott Confidential and The Mary Whitehouse Experience, which won the Sony Award for Best Comedy and developed a devoted following on both radio and television.

Alongside his television work, Hugh continues to enjoy a successful broadcasting career on BBC Radio, where he writes and presents the award-winning satirical programme The Now Show on Radio 4.

His extensive television credits include QI, Would I Lie to You?, Fleabag, Midsomer Murders, McDonald & Dodds and Murder They Hope, while film appearances include No Time To Die, Nativity Rocks! and All Stars. More recently, he has also enjoyed success as a presenter, fronting programmes such as The Great British Dig and Hugh's Huge Homes.

There are no limits to the number of tables anyone can book, and we would be delighted if you wanted to bring along some of your customers to join us in the celebration of the

National Free Range Egg awards.

Tables of ten including pre-dinner drink and wine can be purchased for £1,330.00 + VAT.

Individual tickets can also be purchased costing £133 each + VAT.

For all enquiries for booking a table and tickets at the BFREPA Annual Awards Dinner please either book via www.bfrepa.co.uk/tickets, contact kate@bfrepa.co.uk or complete and return the attached ticket application form.

Please note you will be asked to supply the names of the people attending the dinner for the seating plan.

Tickets are not transferable, however if you wish to change the name of the guest or visitor please contact kate@bfrepa.co.uk

Tickets are sold on a first come first served basis and the deadline for ordering is 26 October 2026.



Nominations for the BFREPA annual Free Range Egg Awards 2026

Nominations for the BFREPA annual Free Range Egg Awards 2026, sponsored by Morspan in association with the Pullet Hatcheries & Breeders Association, and in partnership with Noble Foods are now OPEN.

Do you know someone worthy of recognition in the Free Range Egg Sector? Do you have a member of staff who consistently goes above and beyond and deserves a nomination?

There are ten different categories this year and awards will be presented at a special Gala dinner at the Telford International Centre on Thursday 26th November 2026. You can nominate by visiting www.bfrepa.co.uk/awards or self-nominate yourself/business.

The categories this year are:

- Producer of the Year
- Young Producer of the Year
- Free Range Egg Product of the Year
- Environmental Sustainability
- Local Food Business of the Year (e.g. retail farm shop, bakery, local supermarket, wholesale egg products, restaurant etc)
- National Food Business of the Year (e.g. national supermarket or restaurant chain, catering or food service suppliers, new product)
- Marketing Initiative of the Year,

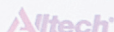
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Pullet Hatcheries and
Breeders Association



whose advertising campaign for free range eggs or egg products has caught your eye?

- New Innovation of the Year - what new product or technology is making a difference to your business or benefitting the free range egg industry as a whole?
- Lifetime Achievement - who has dedicated their career to the egg industry & deserves recognition for their lifetime of service?
- Employee of the Year - Who do you employ who excels in their work? Who deserves recognition for loyal service and a job well done? It might be your stockman or woman,

it might be your daily egg collector, but take this opportunity to reward their efforts.

ENTRY DEADLINE: 31st July 2026

All nominations must involve or be relevant to the British free range egg industry, so for example, if you are nominating a new food product, it must contain British free-range eggs.

For the Producer of the Year categories please also complete the Additional Information form. You may enter on your own behalf or nominate others. All nominations will be considered in confidence by a specially selected BFREPA panel, whose decision will be final.



Accommodation

An allocation of rooms is being held at the Voco Hotel (formerly Holiday Inn) and The International Hotel for the evening of 26th November 2026 at a preferential rate.

These two hotels are no more than a 5-minute walk across the car park from the International Centre conference venue. The room allocation and discounted rates are available until 1st September 2026.

Holiday Inn:

Rate - £155.50 single occupancy / £170.50 Double occupancy. Rate includes full English breakfast, full use of the leisure facilities, Wi-Fi, parking, and VAT. This hotel is in easy walking distance of the International Centre.

International Hotel:

Rate - £143.00 single occupancy /

£153.00 Double occupancy. Rate includes full Continental breakfast – includes bacon baps and beans. Wi-Fi, parking, and VAT. This hotel is in easy walking distance of the International Centre.

Guests can book by calling 01952 527 000 – press option 1 for reservations and then just advising which hotel / dates you would like to book and mention that you are attending the BFREPA National Free Range Egg Show 2026 event.

The room allocation will be sold on a first come first served basis.



Other Accommodation

(5 Minute Walking distance)

- Premier Inn, Telford
- Travelodge Telford Central

Within three miles of the Telford International Centre

- Premier Inn, Telford North
- Ramada Hotel, Foregate, Telford

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THE BRITISH FREE RANGE EGG SHOW

THURSDAY 26 NOVEMBER 2026

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Alltech®

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