

BETA
International
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NEC, Birmingham, UK
17 - 19 February



PRESS RELEASE

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“Feel good factor” at BETA International 2008

High quality buying in a buoyant atmosphere was the hallmark of BETA International 2008, held at the NEC, Birmingham on 17-19 February.

With approximately **300 exhibitors from 18 different countries**, BETA International hosted Innovation Awards, the PONY and Horse&Rider magazines Fashion Show, seminars for retailers and a display by the Household Cavalry Mounted Regiment in the Horseware Horse Demonstration Arena.

This year's exhibition saw a revamped reception area plus new 'meet and greet' lounge with free bottled water, sponsored by Graphic Evidence, for all. Many visitors paused to admire the dramatic equine sand sculpture created by Andrew Baynes over the three days.

Horse & Country TV was filming at BETA International with coverage scheduled for broadcast next month (March), BBC cameras shadowed paralympic dressage rider Lee Pearson and his commercial backers and researchers from BBC 2's Dragons' Den sought out equestrian entrepreneurs to appear in the next series.

Visitors and exhibitors alike praised the smooth running of the 29th edition of the trade exhibition organised by Equestrian Management Consultants (EMC), a wholly owned subsidiary of The BETA Group.

“Our exhibitors did us proud with immaculately presented stands and the launch of many truly innovative products. Combined with strong interest from serious UK and international buyers, BETA International 2008 had a real feel-good factor,” said Claire Thomas commercial manager of EMC.

Rob Welch, chairman of the BETA Trade Fair Committee, described BETA International 2008 as “an excellent show with good quality visitors.”

The exhibition was also a resounding success for new main sponsor Abbey Saddlery & Crafts. The Cheshire based company introduced its Hilary Vernon bit range to the trade and press, while its stand was constantly busy.

“The sponsorship has worked very well,” said Peter Phillips of Abbey. “We had a lot of interest in the products and were delighted with all aspects of BETA International 2008.”

Retail display experts Nick Wraith and Caroline Reeves, of the Shop & Display Equipment Association (sdea), judged the Wine & Hamper Company Best Stand Awards with the accolade in the large category going to Equilibrium Products for the second time. Pink Equine won the small stand section.

“We found BETA International 2008 to be very well subscribed and covering everything even the most demanding retailer could need in the latest equestrian lines,” commented Nick Wraith.

The Kenilworth Press New Product Gallery again provided a focal point for visitors to see the latest lines displayed in an authentic retail environment. The sponsor’s stand was also well attended.

“The quality of visitors has been spot-on for us,” said Andrew Johnston of Kenilworth Press. “We have secured new accounts in the UK and a new wholesaler arrangement overseas.”

Horse feeds, supplements and pet food were showcased at the Tubtrugs & Tyre Rubber Animal Nutrition Centre. The brands were also exhibited by Faulks & Co where Phillip Gibbins said: “It’s been very successful, we’ve had many good enquiries.”

Ian MacColville of bedding specialist easibed also reported “a staggering amount of new leads” as a result of exhibiting at BETA International 2008. While British Horse Feeds’ Simon Parker said their presence had produced “a lot of interest.”

The exhibition was “the best ever, even busier than last year,” according to Margaret Donnelly of Equilibrium Products. Meanwhile at first time exhibitors, Australian feed company Mitavite, Colin Price said: “A fabulous show, the timing is excellent for us. We’ll definitely be back next year.”

Net-TEX benefited from a steady stream of buyers, including some from Russia among its export enquiries. “It’s a fantastic show, our new Carl Hester range has been very popular with the UK retailers,” said Kevin Perry of Net-TEX.

One of many splendid newly created stands was wholesaler Battles’ with striking branding and cushioned flooring. “We’ve done good quality business and been nicely busy throughout,” said Richard Dewey.

New business was also secured by Aerborn, where John McGowan commented: “We set up a lot of new accounts. The first two days were very, very busy and new colours in our range were well received.”

Exhibiting for the third time, Mark Blogg said Turtle Mat found the exhibition to be “the best BETA International yet;” while at Matchmakers International, Richard Lawrence reported meeting “a lot of quality buyers who were serious in their approach to doing business with us.”

Nicola Tyler at TopSpec was among those commending the organisation of BETA International. “We know we can rely on Claire Thomas and her team to provide us with an unrivalled opportunity to meet the trade in an elegant environment.”

BETA International 2009 takes place on 15-17th February at the NEC, Birmingham, UK. Organiser EMC is a wholly-owned subsidiary of the BETA Group. For more details, contact Lizzy Warrington or James Palmer at BETA International on +44 (0) 1937 582111 or visit www.beta-int.com

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