

The Benefits of



The BETA Symbol

Trade Membership

The BETA symbol is widely recognised by consumers and retailers as a sign of quality. Research has proven consumers are prepared to pay a bit extra for products they know are of a higher standard than other products on the market.

Use the BETA logo on:

- **Product Information and Packaging**
- **Advertising**
- **Stationery and in your shops**

The BETA symbol is internationally recognised. Use it on advertising and consumer promotions.

The BETA symbol shows that you are part of exciting initiatives, designed to maximise your business. Make sure you don't get left behind.



Contact BETA on
Tel: 01937 587062
email: info@beta-uk.org web: www.beta-uk.org



AFFIX
STAMP
HERE

BRITISH EQUESTRIAN TRADE ASSOCIATION

Freeport LS3 154
Stockeld Park
Wetherby
LS22 4AW

The Benefits of **BETA**



BETA promises to work to support our members in their efforts to achieve the highest level of repute, knowledge and profitability.

How?

- Opening new markets - wormers and body protectors for example
- Promotion of British companies overseas, and support of trade fairs abroad
- Providing funding through UKTI to participating companies at overseas fairs
- BETA International Trade Fair - acknowledged as the world's best
- Independent, key market statistics and information about the equestrian sector
- Providing political representation to campaign on key issues e.g. worming legislation, hunting & feed
- Universally recognised safety standards for body protectors
- Developing the market through initiatives such as the National Riding Festival and consumer promotions
- Retail training courses
- Developing Codes of Practice to increase standards

Trade **Membership**

Today's market is more competitive than ever before. Increasing costs mean that every penny counts.

That's why your subscription to BETA is such value

Benefits of being a BETA member include:

- **FREE** use of the BETA symbol
- Reduced exhibitor rates at BETA International
- **FREE** monthly copy of ETN, the leading trade journal
- **FREE** advice service
- **FREE** summary of the BETA national equestrian survey and discounts off the full survey
- BETA lobbying on your behalf at a national level and European level
- Discounts on business training courses
- Participation at overseas trade fairs led by BETA and funding where support is available.
- Export information and assistance
- Free listing in the membership directory
- Insurance benefits from South Essex Insurance Brokers – you can expect to receive competitive rates and interest free credit which is exclusive to BETA members. Offers can vary according to circumstances please call for a quote to find out what is available.
- Discounted card processing rates from HSBC on non-business cards
- Access to business support helpline
- Telephone affinity scheme

Just taking advantage of the reduced exhibition rates at the Trade Fair could re-coup your membership cost every year, making BETA membership even better value.



Want to find out more about joining BETA and the benefits it can bring to your business?

Already a member but need more information about benefits to you?

Fill in the coupon below and post today



Name (Mr, Mrs, Miss):

Company:

Address:

Postcode: Tel:

Type of Business:

Email/Website:

I am already a member of BETA but would like to find out more about the services available.

I am not a member and would like to find out more about how to join.

Code PRLii