



Overseas Membership

BETA now has worldwide contacts in the equestrian industry. The BETA International Trade Fair is open to overseas exhibitors and is visited by buyers of every nation. It is therefore appropriate that BETA offers an 'Overseas' category of membership. This category is for companies in the equestrian industry whose base is outside the UK and is split into two categories – 'retail' and 'trade'. Overseas membership carries no voting rights.

BETA INTERNATIONAL

The Trade Fair is the only specialist equestrian trade exhibition in Europe and is open to overseas exhibitors. BETA Overseas 'Trade' members are eligible for a membership discount on stand space booked.

MARKET RESEARCH

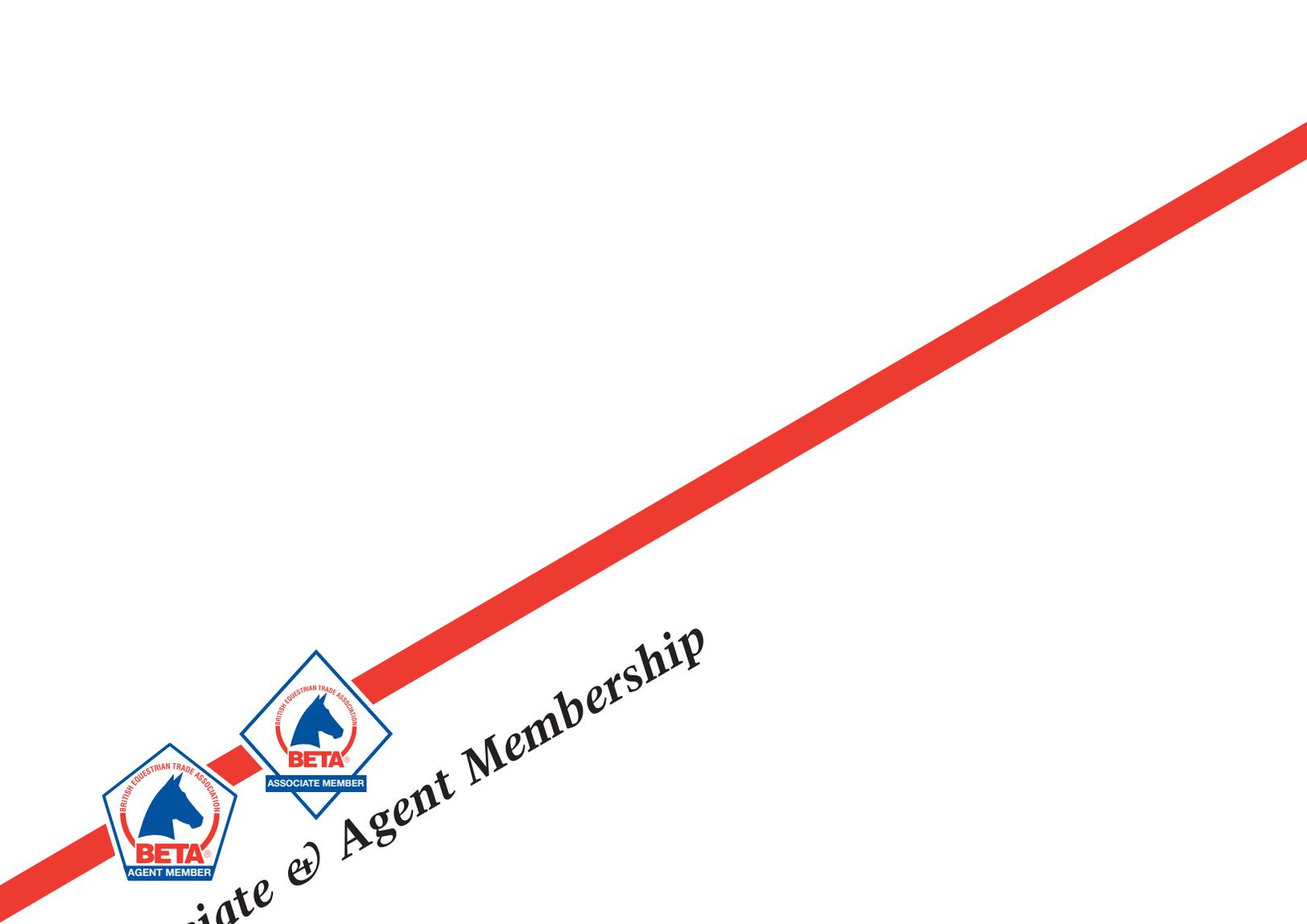
BETA undertakes regular independent market surveys into the equestrian industry in Great Britain. All members receive a complimentary copy of the overview with more detailed results available for discounted purchase.

All overseas members of BETA receive a subscription to its own leading trade magazine "Equestrian Trade News", as well as a quarterly newsletter highlighting news of relevance to members.

THE UK MARKET

Anyone selling to the UK or buying from the UK can benefit from Overseas membership of BETA. An information service about suppliers in the UK and an introduction service for visitors is available through the BETA office. The BETA office can also arrange complete visits if required.

**BEING AN OVERSEAS MEMBER WILL HELP YOU IMPROVE YOUR CONTACTS WITH THE UK EQUESTRIAN INDUSTRY.
FILL IN THE FORM TODAY.**



Associate & Agent Membership

Associate membership caters for organisations, service providers, training bodies and other companies interested in developing links with the British Equestrian industry.

Agent membership is aimed at individuals who act as commission agents for companies both here and overseas and wish to take advantage of the benefits offered as well as strengthening links with the industry.

MARKET RESEARCH

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ADVICE

BETA provides members access to a business support help-line, offering answers to legal, taxation and employment questions.

TRAINING

One of the most valuable services we provide is our training programme which is designed to give members a chance to participate in courses attended by the full range of members. Our new three module management training programme is offered to members at discounted rates.

All Associate and Agent members of **BETA** receive a subscription to its own leading trade magazine "Equestrian Trade News", as well as a quarterly newsletter highlighting news of relevance to members.

BEING AN ASSOCIATE OR AGENT MEMBER WILL HELP YOU IMPROVE YOUR CONTACTS WITH THE UK EQUESTRIAN INDUSTRY.

FILL IN THE FORM TODAY.



Equine Membership

This category of membership was set up for dealers, auctioneers and equestrian establishments who derived their living from the equestrian industry. **BETA** is a 'trade' organisation; we hope to cater for all aspects of the trade.

What can BETA membership do for you?

VAT SCHEME

BETA did the research on the effects of VAT on the sale of horses for the VAT Committee which was chaired by Sir Stephen Hastings MC. The cost of the work in setting up the scheme was carried by **BETA**. You are now benefiting from this work and expense. The forms required for the VAT Scheme are available from the **BETA** office. Considerable savings can be made by being a **BETA** member and obtaining the special discounted rate.

CODE OF CONDUCT

Being a member of a trade association gives some confidence to potential customers. Having a Code of Conduct within that organisation gives a great deal more validity to membership. A condition for equine membership is that applicants sign Criteria which set out a standard of practice for equine members.

PROMOTION

Anyone involved in the industry such as auctioneers, dealers, breeders or riding establishments wanting to expand their markets and sell British horses, needs a business organisation behind them. We want to promote British horses in export markets in conjunction with the breeding organisations – we want to provide information about these markets and about the UK. It is also important that the consumer becomes aware of the **BETA** logo and what it symbolises. With this in mind a promotion campaign is underway to promote the **BETA** symbol to the riding public.

BUSINESS SUPPORT

Many small businesses often lack access to sources of business advice. The **BETA** business support helpline provides free access to professional advice on legal, employment and taxation issues.

BE PART OF A GROWING ORGANISATION AND FILL IN THE MEMBERSHIP APPLICATION FORM TODAY.



Trade Membership

What will BETA membership do for you?

BETA will help you expand in the domestic market

BETA will help you develop export markets with funding provided to many fairs

BETA has contacts in the industry all over the world

BETA runs the only specialist equestrian Trade Fair in Europe

BETA offers an arbitration service and legal and business support helpline

HOME MARKET

BETA's main objectives are to expand the equestrian market and improve trading standards and practices. This is an ongoing situation. A great deal of time and thought has been used to improve retailing standards – this can only be to the benefit of manufacturers and wholesalers. **BETA** is trying to educate the trade. **BETA** has contacts and access to information within the trade that will help manufacturers and wholesalers. We have been successful in arbitrating over disputes between suppliers and customers and provide members access to free legal, taxation and employment advice. **BETA** has representatives on the British Horse Industry Confederation, BSI Hat & Body Protector Committees, the Horse & Pony Taxation Committee, the All Party Parliamentary Group for the Horse, and is a member of the British Equestrian Federation.

BETA has close links with the Department of Trade and Industry, UK Trade & Investment, DEFRA, Veterinary Medicines Directorate and the Food Standards Agency, and commits a great deal of time to lobbying local, national and European governments on issues of significance to the equestrian industry.

BETA promotes its members to the consumer market, encouraging riders to purchase **BETA** members' products from **BETA** member retailers. We run regular promotions with leading consumer magazines and participate in consumer Fairs.

BETA INTERNATIONAL

BETA's first trade fair was held in 1980 when some 15 companies toured the country with a small exhibition. The Trade Fair has grown beyond all recognition. At **BETA** International in February over 300 companies exhibit with a growing number of overseas companies taking stands. **BETA** International is the only specialist equestrian trade fair in Europe and is the shop window for manufacturers and wholesalers to display and sell their products. Visitors come from all over the world.

BETA members obtain special discounted rates at the **BETA** International.

MARKET RESEARCH

BETA published the first independent market survey into the equestrian industry in Great Britain and it is updated regularly. It is available to members at a discounted rate. Ask for the **BETA** National Equestrian Survey.

SUPPLIERS CODE OF CONDUCT

A Code of Conduct provides a framework of business conduct for suppliers within the equestrian industry. It applies to manufacturers and wholesalers of products and services who are Trade Members of **BETA**. Feed manufacturers and marketers have their own Code of Practice for the marketing of equine feeding stuffs, launched in 2002. The retail trade will see that signatories are prepared to trade ethically according to conditions clearly defined in the Code.

OVERSEAS MARKETS

BETA has extensive mailing lists of overseas customers. **BETA** can help you exhibit at overseas exhibitions such as SPOGA, Equitana etc. In some cases subsidies are available, gained through UK Trade & Investment funding of **BETA** support.

TRAINING

One of the most valuable services we provide is the Retail training programme which is designed to give Trade members a chance to talk about their products direct to retailers. They provide an important source of market research and information. **BETA** promotes the retail membership at national and local levels. Management training courses are also now available for our trade members.

LOBBYING

Behind the scenes **BETA** is more active than ever before in addressing policy and legislative matters on members' behalf. We have successfully influenced the final form of legislation and its implementation in areas as diverse as feed labelling and the sale of veterinary medicines.

THE FUTURE

BETA's growth depends on the strength of the membership. There are still a great many areas to explore within the industry including the development of riding and riding tourism, the introduction of the Single European Currency, the increasing burden of legislation, growing third world competition and raising the standards of retailing in this country. On-going research will provide data on the trade and the equestrian industry in GB.

BETA is here to back the industry - your business, your profits and your growth are what BETA is working for.
MAKE THE MOST OF YOUR INDUSTRY'S ORGANISATION



Retail Membership

What will BETA membership do for you?

BETA will help you SAVE money
BETA will help you improve your business
BETA will help you become more professional

How will you save money?

CREDIT CARDS

BETA has negotiated discounted rates on transaction fees for members.

TRADE FAIRS

Free entry to the BETA International for BETA members. BETA International is the only specialist equestrian trade fair in Europe and offers the retailer a home based shop window of international quality and exceptional product choice. We offer a hotel and travel subsidising scheme to members to encourage extended visits.

EXPORTS

Secure funding for participation at overseas exhibitions such as the Rolex 3 Day Event in Kentucky and Equitana in Australia & Germany.

GRANTS

Advice circulated to members on how to obtain grants and the variety of grants available.

INSURANCE

Specialist insurance schemes for BETA members.

SERVICE PROVIDERS

Negotiated preferential rates for a wide variety of business services from EPOS systems to Web site design.

CODE OF CONDUCT

Retailers must fulfil the criteria set out before being accepted as members. All retail members are required to conform to a Code of Conduct and an Arbitration service is available. Consumer legislation is also available.

RETAIL TRAINING

BETA runs courses for retailers which cover all practical aspects of retailing such as hat and saddle fitting, lornery, marketing and more. BETA members benefit from special discounted rates as well as some courses offered free.

Training courses for 'Nominated Persons' for the Saddlers List.

The BETA logo stands for a high standard of retailing which is recognised by the general public and by manufacturers and suppliers.

LOBBYING

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ADVICE

BETA provides members access to a business support help-line, offering answers to legal, taxation and employment questions.

PROMOTIONS

BETA runs member promotions in the consumer equestrian press including – Horse and Hound, Your Horse and Horse and Rider magazines. Further promotions are planned to make the consumer aware of the BETA logo.

What else has BETA achieved for the good of the industry?

MEDICINES ACT

Following the lead initially started by manufacturers BETA has continued to work to retain the right for suitably qualified individuals to sell wormers through registered premises and much work is still being done to ensure that this significant market opportunity continues. BETA supervises courses to train 'Suitably Qualified Persons' for the saddlers list. These courses are tailor-made for retailers.

VAT SECOND HAND SCHEME FOR HORSES AND PONIES

This scheme allows VAT registered owners to sell their horses at a price nearer to that of the unregistered owner. Being able to buy for less is a boost for the whole of the equestrian industry and must certainly be a major benefit to retailers.

GENERAL

BETA does all it can to obtain growth in the industry by encouraging more people to ride. We have been in the forefront of developing what has now become the National Riding Festival.

We also support the Olympic Fund and the BHS Development Fund. We are active in the promotion of bona fide retailing and the discouragement of 'cowboys'. Our Show Voucher scheme helps retailers at local level. We are also actively promoting the BETA logo to the riding public, raising awareness of the benefits of buying from BETA members at regional and national fairs.

BETA WEBSITE

Members can link into the BETA website with their own member area. A searchable database is available for the riding public to find their nearest BETA retailer.

SAFETY

BETA chairs the Committee that introduced the first ever Standard for Body Protectors. This Standard became the basis for the European Standard launched in 2000 and the BETA 2000 continues to be the sought after Standard for protective vests. We support proposals to improve safety standards within the industry. We were the first organisation to support in public legislation on the wearing of hats on the public highway.

**BETA is here to support you and your business to develop your full potential.
Fill in the form today and become part of your industry's association.**