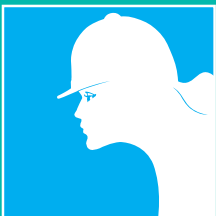


BETA International 2011

20-22 February 2011
NEC, Birmingham, UK
www.beta-int.com



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Prospectus



BETA International, Stockeld Park, Wetherby,
West Yorkshire, LS22 4AW, UK

Tel: +44 (0) 1937 582111

Fax: +44 (0) 1937 582147/582778

tradefair@beta-int.com

www.beta-int.com

BETA International 2011

A Better Way To Do Business

BETA International 2011 will deliver influential buyers from the equestrian, country clothing and pet product sectors from around the world direct to your exhibition stand.

Communications technology is no match for a hand-shake; internet websites cannot enable your trade customers to examine, touch or smell your products. Buyers come to BETA International with open minds; for inspiration; ideas and information. They come to talk, to get involved, to interact with exhibitors.

From potential new stockists to established retail chains, visitor attendance at BETA International is annually and independently audited by ABC (Audit Bureau of Circulation).

Over three days, BETA International attracts a guaranteed trade-specific audience unavailable elsewhere in the world. This prospectus explains how you can make the most of this opportunity. You can also find out how to enhance your presence by participating in the Fashion Show, Demonstration Arena, New Product Gallery and Innovation Awards.

Book your stand before March 12th, 2010 and claim a 2.5% early commitment discount (subject to terms).

A prompt payment rebate scheme is also available to exhibitors.

We look forward to welcoming you to BETA International 2011...

www.beta-int.com

Telephone: +44 (0) 1937 582111

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BETA International 2011 is audited by ABC

1. Fair Details

1.1. Organiser

Equestrian Management Consultants Limited
BETA International, Stockeld Park, Wetherby,
West Yorkshire, LS22 4AW, United Kingdom.

Tel: +44 (0) 1937 582111. Fax: +44 (0) 1937 582147.
Email: tradefair@beta-int.com Website: www.beta-int.com

BETA International is organised by Equestrian Management Consultants Limited (EMC), a company registered in the UK with registration number 1330996 and having its registered office at Stockeld Park, Wetherby, LS22 4AW. EMC is a wholly owned subsidiary of the British Equestrian Trade Association.

1.2. Dates

Sunday 20, Monday 21 & Tuesday 22 February 2011

1.3. Times Open to visitors

9.30am - 6.30pm on Sunday 20 February 2011
9.30am - 6.30pm on Monday 21 February 2011
9.30am - 5.00pm on Tuesday 22 February 2011

1.4. Venue

Halls 6,7 & 8
National Exhibition Centre,
Birmingham, UK, B40 1NT
Tel: +44 (0)121 780 4141

1.5. Visitor Admittance Policy

The Fair is open to companies in the equestrian, country clothing, pet, shooting, country, outdoor pursuits and allied trades only; this does not include riding schools, livery yards, trainers or gamekeepers.

1.6. Terms & Conditions

Participation in BETA International is subject to our Standard Terms & Conditions and all obligations and responsibilities set out in the Application Form, Exhibitor Online Manual and this Prospectus. You are strongly advised to read all these documents thoroughly. Standard Terms and Conditions can be found at the end of this document. The BETA International Trade Fair Committee reserves the right to make further regulations as they see fit, from time to time, for the proper organisation of the Fair but will endeavour to inform exhibitors of any changes as soon as possible.

2. BETA International 2011

There are two areas at BETA International - Equestrian and Clothing Country. Exhibitors should indicate in which area they wish to exhibit.

A scheme to provide a highly cost effective start up is available for new exhibitors and small companies. Stands of 2m x 3m, are provided in specific areas, each with shell scheme, lighting and furniture. Discounts on the Standard Shell Scheme rates will be 40%, 20% and 10% for 1st, 2nd and 3rd year exhibitors respectively. In order to qualify under this scheme, potential exhibitors should not have exhibited generally at BETA International before.

2.1. Provisional Trade Fair Preparation Timetable

2010

12 March	Early Commitment Deadline
September	Exhibitors' Online Manual available
1 October	Deadline for Applications and Deposits
1 October	Stand Allocation begins
November	Stand Invoices Mailing
10 December	Deadline for payment of Stand Invoices

2011

11 January	First Visitor Badge Mailing
19 January	Overseas Exhibitor Badges Mailing
2 February	UK Exhibitor Badges Mailing
18 February	Open Space Stands Commence Build Up
19 February	Shell Stands Commence Build Up (under 12m ²)

20, 21 & 22 February BETA International

3. Booking A Stand

3.1. Applications

Applications for space must be made by the company to which the stand should be invoiced. All invoices and information will then be sent to this company. All Application Forms submitted after 1 October 2010 must be accompanied by the correct deposit, see section 3.5, Deposits.

Once an Application has been accepted, the Exhibitors' Online Manual will be made available.

3.2. Fair Layout

The layout of BETA International 2011 shown on the back of this prospectus is provisional. Exhibitors should indicate on the Application Form which area (Equestrian or Clothing Country) they would like to be placed in and also a preferred location within that area.

3.3. Eligibility

Merchandise to be exhibited must be relevant to equestrian, country clothing, pet, shooting and country and outdoor pursuits markets. If in doubt ask the Organiser. Manufacturers, wholesalers, representatives, importers and agents whose products are eligible may exhibit. Agents and importers must supply evidence of their sole right to sell goods on behalf of their principals in the UK market if required.

3.4. Deadlines for Applications

BETA International 2010 Exhibitors who have applied for stand space at BETA International 2011 by 12 March 2010 will receive a discount of 2.5% on the net price of stand space booked. Eligibility for the Early Commitment Discount is subject to payment of the correct deposit and stand invoice by the due dates and also paid up BETA Membership where relevant. The final deadline for receipt of application forms before space allocation begins is 1 October 2010. Applications for stand space after this date will be given space where possible. Please refer to 3.15 Space Allocation for conditions relating to the allocation of Stand Space.

3.5. Deposits

The deposit for BETA International 2011 is 10% of the total stand charge (plus VAT at 17.5% or the current rate) payable to 'BETA International' (See Application Form). Deposits for applications received before 1 October 2010 must send their deposits by that date. All applications submitted after 1 October 2010 for stand space must be accompanied by the correct deposit. Cheques may be post-dated to 1 October 2010.

3.6. Late Applications

Applications for space received after 1 October 2010 will be considered where possible but only if the application is accompanied by the deposit. Such applications take second priority for placement. Stands booked / allocated after 4 February 2011: the exhibitor may be charged a 10% surcharge and the stand payment must be sent immediately upon allocation of the stand.

3.7. Space Rental Charges

Prices for 2011 are quoted in Pounds Sterling (£). See 4.2 How to make Payments.

Space:

The first 32 square metres (m²) will be charged at the stated prices per square metre. Space booked at 32m² and over receives a 50% discount.

Corners:

Corners are charged at £165 each. For stands between 32m² and 48m² corners are half price. Corners are FREE for stands larger than 48m².

Multiple Storey (Double Decker) Stands:

Second and third floors are not charged at the full area rate but at 50% of the average rate per square metre of the ground floor. Floor area bridging an aisle will be included in the upper floor charge.

Basic Space Rates

	<i>Non Member £/m2</i>	<i>Association Member £/m2</i>
NewZone Stand (6m ²)		
Year 1	140.71	140.71
Year 2	187.61	187.61
Year 3	211.07	211.07
Shell Scheme (min. 6m ² , standard one open side)	234.52	193.48
Intermediate Space (16m ² to 30m ²)	218.10	179.93
Open Space (min size 32m ²)	199.35	158.30
Corners each	165.00	165.00

All figures exclude VAT @ 17.5% or the current rate.

Association Members

Paid up members of BETA are eligible for the lower rate per square metre as shown in the Association Member rate column providing they are paid up members at the time of application and exhibiting. This does not apply to the NewZone Stand scheme. PLEASE NOTE: New membership applications should be received before 31 October 2010.

Early Commitment Discount and Prompt Payment Rebate

A discount of 2.5% on the net price of stand space booked will be given to an exhibitor who commits to space before 12 March 2010. The discount takes the form of a payment, to be sent by Bank Transfer in March/April 2011. Details can be found in section 4.5. In addition, a Prompt Payment Rebate of 5% of the net price of the stand is available. Details can be found in Section 4.6. Eligibility for the Early Commitment Discount and the Prompt Payment Rebate is subject to payment of the correct deposit and stand invoice by the due dates and also paid up BETA Membership where relevant.

In the interest of Exhibitors no refunds under £75 will be made to overseas bank accounts. Credits will be carried forward to the next Trade Fair unless otherwise agreed.

3.8. Minimum Stand Sizes

NewZone - 6m². Available for eligible exhibitors in their first, second or third year of exhibiting.

Shell Scheme Minimum - 6sqm. Minimum depth from front to back 2m, stand size normally increases in increments of 2m².

Intermediate - Between 16m² and 30m².

Open Space Minimum - 32m².

Split Stands

Exhibitors may split their stand between the separate areas but not within an area, without loss of space discount, provided the larger of the two stands is 32m² or more and the smaller is not less than 8m². Exhibitors may take a combination of open and shell. If the smaller is less than 32m² it will be charged at the shell scheme rate less any volume discount based on the combined size of the two (or three) stands. Corners will be charged separately for each stand at normal corner terms.

3.9. Services Provided For All Exhibitors

All exhibitors to the Trade Fair will receive a four month complimentary Subscription to Equestrian Trade News (ETN) in order to allow the Stand Manager to be as well informed as possible. In addition the following are provided:

Cleaning - On stand and gangway cleaning (providing access is available).

Carpeting - Walkway and stand carpeting.

Heating - Background heating.

Press Office - Press handout service and use of the Press Office.

Advice - Sales and marketing advice and information.

Publicity - Fair publicity and PR in UK and abroad including free promotional leaflets.

Interpreters - Use of reception desk interpreter on a limited basis.

Catalogue - One free copy per stand: entry in catalogue of company name, address, contact numbers and product listing.

Visitor list - A full list of all visiting company names will be sent to each exhibitor after the Fair. This is provided for information purposes only and is not to be used for the purposes of any direct or indirect marketing by you. For the purposes of ensuring security of the information, sleepers will be used. Further, the list is not to be forwarded to any third party for any commercial or non-commercial purpose. For the avoidance of doubt, reproduction, copying or other distribution in any form is prohibited.

3.10. NewZone Stands

A scheme to provide a highly cost effective start up is available for new exhibitors and small companies. Stands of 2m x 3m, are provided in specific areas, each with shell scheme, lighting and furniture. Discounts on the Standard Shell Scheme rates will be 40%, 20% and 10% for 1st, 2nd and 3rd year exhibitors respectively. In order to qualify under this scheme, potential exhibitors should not have exhibited generally at BETA International before.

As Shell Scheme below with the addition of a fluorescent light, 2 chairs, and table. Other services available at additional costs as other schemes.

3.11. Shell Scheme Stands

Shell Scheme - Alterations to the layout of Shell Scheme Stands can only be made with the prior consent of the Organisers. Our contractors are using a wood modular system, finished in an attractive velcro compatible grey fabric. Wall 2,440mm high, 50mm thick.

Carpet - The Trade Fair is fully carpeted.

Fascia - White name board with black lettering.
BETA Members' logo included.

Lighting - Fluorescent lighting is provided according to stand size. A comprehensive range of alternative light fittings and services are available through the official lighting contractor.

Electrical Supply - Electrical power supply and sockets are NOT included with the shell scheme stand package. A small fuse board will be located on each stand at the top of a wall panel or behind the fascia panel.

3.12. Intermediate Stands

A stand of between 16 and 30 square metres on an open space format, subject to availability. Stand plans will be required.

3.13. Open Space Stands

Carpet is provided. Everything else extra to be supplied by the exhibitor.

Please also note that runs of solid walling along gangway edges are forbidden. Solid walls must not exceed 4m in length. Walling should be broken by see-through glazed panels or open areas.

3.14. Complex Structures

A Complex Structure is a Stand which is any of the following: multi-storey including raised platforms of over 600mm, over 4m in height, requiring foundations, with a travel distance of over 10m to a gangway or which has a closely seated audience of more than 15 people. If your stand falls into any of these criteria, you must notify the Organisers immediately who will provide you with additional information.

3.15. Space Allocation

Stand Allocations will be made on and after 1 October 2010. Provisional allocations may be made before this date. An order for a booking of space does not guarantee an offer of the exact space or location requested. The offer may not be precisely the same as that requested. The Organisers reserve the right to move an exhibitor from a previously established stand site.

All correct applications will be put on the Waiting List initially. The Organiser will notify all applicants of their space allocation, stand dimensions and stand number as soon after the deadline as possible. No notification means that you are still on the waiting list.

Existing Exhibitors

If you do not hear you should assume you are still on the waiting list unless you are informed to the contrary. So far as possible exhibitors will be offered a site corresponding to the preference marked on the floor plan enclosed or otherwise the position occupied the previous year. A change in size may well result in a change in location.

An allocation of space will not be confirmed until the correct deposit has been paid in full. Failure to submit an application for space or to pay the required deposit by the deadline of 1 October 2010 may result in the allocation of your site request, including a site occupied at any previous fair, to another exhibitor.

First Time Exhibitors

Applicants should indicate on the floor plan attached to the application form where they would prefer to be sited. The Organisers cannot promise to give exhibitors exactly the site requested but they will do their best. Sites will be offered on a first come first served basis so far as possible but the Organiser will take into account the products being exhibited when deciding who to accept.

3.16. Acceptance of stand offers

Any offer of space to a potential exhibitor will be confirmed in writing. The deadline for accepting such a written offer is one week after the date of the offer; Acceptance will be assumed if no further written correspondence is

received from the applicant. Should an exhibitor refuse an offer, their name will be re-instated on the waiting list pending availability of an alternative site. A return to the waiting list for refusing a stand does not give an exhibitor precedence over other companies on the waiting list. Normal forfeit and cancellation terms apply (see Section 5).

3.17. Alterations

If you wish to increase or decrease your stand size or move after you have applied for space, you MUST tell the organisers by 1 October 2010. You may not be offered the same site. Normal cancellation and forfeit terms apply. (See Section 5).

3.18. Sub-Letting

Sub-letting is not permitted under any circumstances.

4. Payment

4.1. Payment Deadlines

All fees and other payments must be made with cleared funds into the BETA International bank account by their due dates, as specified in this prospectus, the exhibitors online manual and on invoices. Exhibitors must adhere to deadline dates shown in the exhibitors online manual for services provided by the Organiser. It will be assumed that any exhibitor not meeting a deadline date does not require the facility offered other than mandatory services.

4.2. How to make Payments

Payment may be made in one of the following ways:

a) By cheque in sterling made payable to 'BETA INTERNATIONAL', drawn on a British Bank. Sterling & Euro Cheques drawn on foreign banks will be rejected.

b) By Bank Transfer - Pounds Sterling (£).

Account BETA International
Bank National Westminster Bank plc
Address 119 High Street, Hungerford,
Berkshire, RG17 0LX, England
Swift Code NWBKGB2L

£ Sterling
Account No 79243959
Sort Code 60-11-28
International Bank Account Number (IBAN)
GB96 NWBK 601128 79243959

c) Visa or Mastercard payments are accepted.

Details required are: card number, expiry date, start date, security number and name on card. Also registered house number and postcode/zip code where applicable.

4.3. Bank Charges

Any bank charges totalling £10 and over incurred for the transfer of monies will be passed on to the exhibitor and must be paid prior to the Trade Fair.

4.4. Late Payment Penalties

The Organiser reserves the right to cancel any application made by an exhibitor if they fail to make payments by due dates and to forfeit any deposit and/or any other sum already paid. The Organiser reserves the right to transfer an exhibitor from an established site position if invoices are not settled by the due dates. Late applications and payments may be subject to a 10% surcharge. Exhibitors who have not paid for their stand in full, with funds cleared in the trade fair bank account, by 4 February 2011 will be withdrawn from the exhibition. If the organiser is unable to reallocate the stand, the original exhibitor will be liable for the full stand cost or the difference. An exhibitor who has contracted to take space verbally or in writing will be charged for the agreed space even though the exhibitor subsequently cancels or fails to exhibit unless a cancellation has been accepted by the organiser in writing. (See also Space Allocation and How to Make Payments.) BETA Members who have not paid their subscription in full will have to pay the non-member rate.

4.5. Early Commitment Discount

BETA International offers a discount of 2.5% on the net price of stand space booked before 12 March 2010. The discount takes the form of a payment to be sent by bank transfer in March/April 2011. In the interest of Exhibitors no refunds under £75 will be made to overseas bank accounts. Credits will be carried forward to the next Trade Fair unless otherwise agreed. To be eligible you must fulfil all of the following criteria:

1. We must receive your stand booking by 12 March 2010 and deposit (cleared funds) by 1 October 2010;
2. We must receive your full payment for stand space by the due date stated on the stand invoice, which in most cases will be 10 December 2010;
3. If you are a BETA member your subscription must be paid in full.

4.6. Prompt Payment Rebate

BETA International offers a rebate to all exhibitors who exhibit at the fair and pay on time. The rebate takes the form of a payment for 5% of the net value of the stand, **to be sent by bank transfer** in March/April 2011. In the interest of Exhibitors no refunds under £75 will be made to overseas bank accounts. Credits will be carried forward to the next Trade Fair unless otherwise agreed. To be eligible you must fulfil all of the following criteria:

1. We must receive your stand booking and deposit (cleared funds) by 1 October 2010;
2. We must receive your full payment for stand space by the due date stated on the stand invoice, which in most cases will be 10 December 2010;
3. If you are a BETA member your subscription must be paid in full.

Please ensure cheques for Trade Fair charges are made out to 'BETA International' and cheques to pay BETA subscription are payable to 'BETA'. You should allow for slow post over Christmas and the holiday period.

5. Cancellation

5.1. Written Confirmation

Notice of cancellation must in all cases be given in writing and sent by recorded delivery letter, e-mail or facsimile transmission to the Organiser at BETA International, Stockeld Park, Wetherby, West Yorkshire, LS22 4AW, United Kingdom.

Fax: +44 (0) 1937 582147. E-mail: tradefair@beta-int.com

5.2 Up to 1 October 2010

Deposits will be returned if notice of cancellation is received by the Organiser on or before the closing date of 1 October 2010.

5.3. After 1 October 2010

Receipt by the Organiser of notice of cancellation after 1 October 2010 will result in the forfeiture of the deposit paid.

The Organiser will use reasonable endeavours to find a suitable replacement exhibitor. If a replacement can be found all or part of the fee (not including deposit) may, at the sole discretion of the Organiser, be credited to the cancelling exhibitor. If a replacement cannot be found the whole fee will be due and forfeit plus any surcharges.

6. At The Fair

6.1. Travelling to the National Exhibition Centre

The NEC Birmingham is situated east of Birmingham in the centre of England. It is reached by car from the M42 motorway, by air via Birmingham International Airport which is next to the NEC or by rail using Birmingham International Station which is at the NEC and connected by pedestrian

walkway to the Halls. The rail journey from London is 1 hour 20 minutes. Trains run every half hour from London.

6.2. Build up and Breakdown

Broadly, open space exhibitors will be able to start buildup of the stands on Friday 18 February and shell scheme exhibitors will have access on Saturday 19 February. An itemised schedule of access times will be included in the Exhibitors Online Manual.

6.3. Sales Areas

All exhibitors' displays and selling activities must be confined to those areas designated by the Organiser. STOCKROOMS and ALL CAR PARK AREAS are specifically excluded from designation as 'sales areas'.

6.4. Touting & Leafleting

Touting is forbidden. Anyone found to be touting in the halls and public areas will be expelled - this may include soliciting of business on another exhibitor's stand. No sales literature may be given away outside your stand area. No publicity stickers outside your stand area are permitted. Sample bags will be held outside the hall area for collection after the close of the Fair or on departure unless accompanied by a letter from an exhibitor confirming that the samples are for display. Visitor badges should be clearly displayed for exhibitors' information. **Badges to be worn at all times.**

6.5. Parking

There is ample free parking. Exhibitors' vehicles are held in the Lorry Park during build up and breakdown. Cars use the North Car Park during build up. Visitors and exhibitors use the North Car Park which is 5 minutes walk from the entrance. Once this Park is full visitors will be diverted to other parks. A shuttle bus service operates from all car parks.

6.6. Accommodation and Hotels

Reservation Highway are the official hotel booking agents for BETA International 2011 and have contracted various hotels offering exhibitors a choice of facilities and price scale within easy reach of the NEC. Reservation Highway Tel: +44 (0) 1423 525577 Fax: +44 (0) 1423 525599, Email: admin@reservation-highway.co.uk

The Organiser is not responsible for providing accommodation. All hotel expenses incurred by exhibitors are their own responsibility and must be settled in accordance with the individual hotel's accounting procedure.

6.7. Extras

All exhibitors must pay for: Electrical power (other than supplied as part of the standard schemes); catalogue advertising; participation in Fashion Show (see section 6.13); New Product Gallery (see section 6.14); Demonstration Arena (see section 6.15); furniture (full details in the Exhibitors Online Manual).

6.8. Exporting

Buyers from all over the world will be invited. In 2009 we had buyers from 33 countries. You are strongly advised to provide prices and literature in as many different languages as is feasible.

6.9. Electricity and Lighting

Power must be ordered from the official contractors, who apply to the NEC for an overall supply. Tariff details will be provided with your Exhibitors Online Manual. Extra power is required for appliances such as fridges, kettles, televisions, videos etc. You should make arrangements direct with the official contractor (details in Exhibitors Online Manual). Bulbs and spot lights can be ordered from the official contractor.

6.10. Meeting Rooms

Meeting rooms are available. Please apply through the Organiser. Basic boardroom furniture and catering facilities are available in the meeting rooms on request. Meeting rooms will not be sold to non exhibitors. Details in the Exhibitors Online Manual. Early booking is advised, as there are several exhibitions on at the same time as BETA International, requiring use of the NEC's rooms.

6.11. Visitors

Admission will be confined to trade visitors, official fair guests and the press. Trade visitors other than the press must be bona fide retailers, wholesalers, distributors, importers, agents or manufacturers stocking or selling equestrian, country pursuits, pet or related products and services.

Visitors will be asked to pre-register and, if eligible, will be issued with a badge and will be admitted free. If not pre-registered they will be charged £10.00 per company. Every effort will be made by the organiser to prevent ineligible visitors gaining admission. Visitors can pre-register on the internet at www.beta-int.com

6.12. BETA Retail Members Travel & Accommodation Subsidy

BETA Retail Members visiting BETA International 2011 on at least two days are entitled to a £50 subsidy per company. Designed to off-set the cost of travel and/or accommodation during the exhibition, the payment is available regardless of whether or not the retailer stays overnight.

To make a claim, contact the BETA office on tel +44 (0) 1937 587062 or email tinat@beta-int.com. Any Retail Member who is an exhibitor is not eligible to claim this discount. Claims must be made within 3 months of the Fair's conclusion.

6.13. Fashion Show

The Fashion Show will be located in the exhibition area. Every effort will be made to keep noise to a minimum but some music will be audible during the show which takes place three times daily (twice on Tuesday). Rates will be issued to all Exhibitors with the Exhibitors' Online Manual or refer to www.beta-int.com.

The Fashion Show gives exhibitors the opportunity to show their garments to the best advantage. Professional models will be used for each show. No garment may be shown more than once in ladies' or men's styles. The Organiser reserves the right to organise the show as it sees fit. Acceptance of accessories (whips, spurs, stock pins etc) will be at the discretion of the organiser. The Fashion Show will be choreographed with music and will be well lit. Retailers will be encouraged to go and watch the Fashion Show by public address announcements.

6.14. New Product Gallery

An area for the promotion and display of New Products will be provided again for which full details including costs can be found within the Exhibition Online Manual or refer to www.beta-int.com

6.15. Demonstration Arena

An arena for the demonstration of products with horses as required is available. Details and costs can be found within the exhibition online manual or refer to www.beta-int.com

6.16. Innovation Awards

The BETA International Innovation Awards, judged in six categories, are among the equestrian industry's most valuable accolades. Judged by an independent panel, entry is free to all exhibitors with products new onto the market within the last 12 months. A high profile awards presentation happens during BETA International with the winners enjoying extensive press coverage.

7. Exhibitor Responsibilities

7.1. Health & Safety

As an exhibitor, you must ensure the safety, health and welfare of your employees, contractors and visitors as far as is reasonably practicable throughout the exhibition. You should ensure that your actions (or inactions) do not give rise to accidents, injuries or unsafe working environments, provide proper information, instruction and training and supervise all parties throughout the show. You should also check that any contractors, suppliers, agents etc that you may be using have a Health & Safety policy suitable to the exhibition environment.

Among the statutory duties owed under Health & Safety legislation, a suitable and sufficient Risk Assessment should exist in respect to all the significant risks in the business. This should be a written document. You will be required to give written confirmation to the organiser that you have complied with these requirements.

7.2. Insurance

Whilst we take every precaution to protect your property during the event we are not responsible for any loss or damage and we recommend that you arrange suitable insurance cover.

You are responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties. In addition to this you should protect your expenditures against Abandonment and Cancellation or Curtailment of the event due to reasons beyond our control.

Fire and theft: Exhibitors are strongly advised to insure their exhibits and display aids when on show. Again exhibitors should check with their Insurance Brokers as this coverage could be an extension to a standard policy.

Employee and Public Liability: Each exhibitor is required to take out Employee and Public Liability insurance cover for at least £5m. This exhibition cover is usually available as an extension to the exhibitor's standard trading policy.

Exhibitors are accepted only on the basis that they warrant that they are correctly insured. The Organisers reserve the right to see evidence of adequate insurance. A spot check will be taken before the fair.

7.3. Personnel

Stands must be manned throughout the fair by at least one nominated person who must be an employee or agent of the exhibitor. When agents are assisting on the stand they must not introduce or display different merchandise/price lists to those shown or manufactured by their stand principal(s) either on or outside the Fair premises.

7.4. Exhibitor Badges

Exhibitor badges will be sent out in advance for BETA International 2011. However if there is a balance owing to BETA International on any account, the badges will be held in the Organiser's Office until that account is cleared. All representatives of exhibitors must wear the 'BETA International Exhibitor' badge provided by the Organiser; any exhibitor who does not agree to his staff wearing a badge will not be allowed to exhibit.

7.5. Freight and Storage

Exhibitors are responsible for organising delivery of exhibits and for their removal within the period allotted for build up and break down. Names of contractors will be supplied with the exhibitors online manual. No storage facilities are provided by the organiser.

7.6. Late Breakdown

Any extra costs incurred as a result of late breakdown are chargeable to the exhibitor responsible.

7.7. Overseas Exhibitors

All publicity material must be in English and you are advised to quote prices in Pounds Sterling and Euros. Other languages at the exhibitors' discretion. You are strongly advised to provide information in French, Italian, Spanish and German.

7.8. Sending Invitations to Visitors

Exhibitors may invite only bona fide retailers, feed merchants and other persons genuinely connected with exhibitors. Persistent complaints about visitors traced to an exhibitor may lead to that exhibitor not being allowed to exhibit in the future. Entrance will be free to all preregistered visitors but there will be a £10.00 per company charge, to those not pre-registering and arriving on the day.

Overseas visitors: should exhibitors wish to pre-register on behalf of overseas clients they must fill in a registration form (available within the exhibitor online manual or on request from the Organiser) with all the relevant visiting company details.

8. Catalogue

8.1. Free Listing

All exhibitors will be listed in the catalogue free of charge under their stand name, address and telephone, fax, email and website together with the name of the stand representatives (max 2). Exhibitors are also listed by stand number in the Product Listing section of the catalogue. Exhibitors may submit 30 words of descriptive text which will be printed under their entry free of charge.

8.2. Advertising

Format: 80mm x 197mm, ring bound.
Rates can be found within the exhibition online manual
For details, please contact the organisers:
Tel: +44 (0)1937 582111, Email: tradefair@beta-int.com

9. Publicity

9.1. Media

BETA International 2011 will be prominently advertised in the Equestrian Trade News. It will also be prominently featured in equestrian trade, country clothing, pet products and outdoor UK and overseas media. BETA International also has a very successful website (www.beta-int.com). An editorial feature in the February issue of ETN will preview the Fair in depth.

9.2. Registration Forms

There will be a central mailing of badges and registration forms. Visitors may also register on our web site at www.beta-int.com. A registration form will not necessarily ensure admission to the Fair. A badge will be sent to all those who have pre-registered.

9.3. Leaflets

Promotion leaflets and registration forms will be circulated to each exhibitor. These should be used to supplement the official mailing. Please invite genuine trade visitors only. The Organiser may refuse entry to any visitor not able to prove that they are genuine trade buyers.

9.4. Public Relations

A full programme of press releases will be undertaken before and after the Trade Fair.

9.5. Press Office

A Press Office will be available at the Fair.

10. Smoking

Please note that smoking will not be allowed at BETA International 2011 in accordance with the Health Act 2006.

Standard Terms And Conditions

1. INTERPRETATION

1.1 In these conditions the following words have the following meanings:

"Application Form" means the application form issued from time to time by BETA International for applications for Bookings;

"BETA International" means Equestrian Management Consultants Limited (Co. No. 01330996) whose registered office is at Stockeld Park, Wetherby, West Yorkshire LS22 4AW trading as BETA International;

"Booking" means the right to exhibit products or services at the Exhibition (and the reservation to do so);

"Contract" means any contract between BETA International and the Exhibitor for a Booking, incorporating these conditions;

"Exhibition" means the BETA International Trade Fair 2011;

"the Exhibitor" and/or **"you"** means the person(s), firm or company who wishes to exhibit their products or services at the Exhibition organised by BETA International;

"Exhibitor Notes" means the exhibitor notes issued from time to time by BETA International in relation to the Exhibition; and

"Prospectus" means the prospectus issued from time to time by BETA International in relation to the Exhibition.

1.2 In these conditions references to any statute or statutory provision shall, unless the context otherwise requires, be construed as a reference to that statute or statutory provision as from time to time amended, consolidated, modified, extended, re-enacted or replaced.

1.3 In these conditions references to the masculine include the feminine and the neuter and to the singular include the plural and vice versa as the context admits or requires.

1.4 In these conditions headings will not affect the construction of these conditions.

2. APPLICATION OF TERMS

2.1 Subject to any variation under condition 2.5 the Contract will be on these conditions to the exclusion of all other terms and conditions (including any terms or conditions which the Exhibitor purports to apply under any purchase order, confirmation of order, specification or other document) save as provided for in condition 2.2.

2.2 The Exhibitor shall be bound by all obligations and responsibilities set out in the Application Form, Exhibitor Notes and Prospectus and any breach of any such obligations or responsibilities shall be deemed to be a breach by the Exhibitor of its obligations under these conditions.

2.3 Notwithstanding the provisions of condition 2.2 and the contents of the Application Form, Exhibitor Notes and Prospectus, the maximum liability or obligations of BETA International in respect of any Contract is as set out in these conditions.

2.4 In the event that there is any conflict between the interpretation of the rights and obligations of the parties under the Application Form, Exhibitor Notes or Prospectus and these conditions, the contents of these conditions shall prevail.

2.5 These conditions apply to all BETA International's dealings with any Exhibitor and any variation to these conditions and any representations about the Booking shall have no effect unless expressly agreed in writing and signed by the Organisers of BETA International, Equestrian Management Consultants Limited.

2.6 Each order for a Booking by the Exhibitor shall be deemed to be an offer by the Exhibitor to purchase a Booking subject to these conditions.

2.7 No order for a Booking placed by the Exhibitor shall be deemed to be accepted by BETA International until a written acknowledgement of order is issued by BETA International. BETA International shall have discretion to accept an offer notwithstanding that no deposit has been received.

2.8 The Exhibitor must ensure that the terms of its order and any applicable specification are complete and accurate.

3. DESCRIPTION

3.1 The description of the Booking shall be as set out in BETA International's acknowledgement.

3.2 All drawings, descriptive matter, specifications and advertising issued by BETA International and any descriptions or illustrations contained in BETA International's acknowledgement, catalogues or brochures are issued or published for the sole purpose of giving an approximate idea of the Booking. They will not form part of this Contract.

4. RESERVATIONS/CANCELLATIONS

4.1 BETA International reserves the right to refuse any application for a Booking.

4.2 All applications for Bookings must be made in accordance with the Application Form, Exhibitor Notes and Prospectus.

4.3 Any liability of BETA International for failure to honour a Booking shall be limited to issuing a credit note at the Contract rate against any invoice raised for such Booking.

4.4 In the event that an Exhibitor wishes to cancel a Booking, BETA International shall be entitled to recover full payment due under the Contract and any waiver of such right (even if indicated in the Application Form, Exhibitor Notes and Prospectus) cannot be relied upon by the Exhibitor in respect of either the Contract or any future dealings with BETA International.

5. RISK/IP

5.1 The Exhibitor is required to take out employee and public liability insurance for at least the levels and standard of cover set out in the Prospectus.

5.2 The Exhibitor (together with its agents, officers and employees) is responsible for any damage caused to people or property at the Exhibition and shall be solely responsible for any liability arising from its actions or omissions.

5.3 The Booking will automatically be terminated immediately and without refund if:

(a) the Exhibitor has a bankruptcy order made against him or makes an arrangement or composition with his creditors, or otherwise takes the benefit of any Act for the time being in force for the relief of insolvent debtors, or (being a body corporate) convenes a meeting of creditors (whether formal or informal), or enters into liquidation (whether voluntary or compulsory) except a solvent voluntary liquidation for the purpose only of reconstruction or amalgamation, or has a receiver and/or manager, administrator or administrative receiver appointed of its undertaking or any part thereof, or a resolution is passed or a petition presented to any court for the winding up of the Exhibitor or for the granting of an administration order in respect of the Exhibitor, or any proceedings are commenced relating to the insolvency or possible insolvency of the Exhibitor; or

(b) the Exhibitor suffers or allows any execution, whether legal or equitable, to be levied on his/its property or obtained against him/it, or fails to observe/perform any of his/its obligations under the Contract or any other contract between BETA International and the Exhibitor, or is unable to pay its debts within the meaning of section 123 of the Insolvency Act 1986 or the Exhibitor ceases to trade; or (c) any event comparable to the events set out in (a) or (b) above occurs in relation to the Exhibitor in any other jurisdiction.

5.4 Notwithstanding the provisions of sub-clause 5.3 above, the Booking may be terminated immediately and without refund by BETA International if the Exhibitor breaches any of the terms of the conditions.

5.5 Nothing contained in the Contract grants the Exhibitor any rights in respect of the intellectual property owned by BETA International.

5.6 The Exhibitor hereby grants to BETA International such licenses and rights in respect of the Exhibitor's intellectual property as are required by BETA International for the publicising and running of the Exhibition and shall upon request assist BETA International in its use of any such intellectual property.

6. PRICE

6.1 Unless otherwise agreed by BETA International in writing the price for the Booking shall be the price set out in BETA International's acknowledgement of the Booking.

6.2 The price for the Booking shall be exclusive of any value added tax and all costs or charges (including those in relation to loading, unloading, carriage, insurance and others as detailed in the Application Form, Exhibitor Notes and Prospectus) all of which amounts the Exhibitor will pay in addition when due.

7. PAYMENT

- 7.1 Payment of the price for the Booking is due in accordance with the Application Form, Exhibitor Notes and Prospectus.
- 7.2 Time for payment shall be of the essence.
- 7.3 No payment shall be deemed to have been received until BETA International has received cleared funds.
- 7.4 All payments payable to BETA International under the Contract shall become due immediately upon termination of this Contract despite any other provision.
- 7.5 The Exhibitor shall make all payments due under the Contract without any deduction whether by way of set-off, counterclaim, discount, abatement or otherwise unless the Exhibitor has a valid court order requiring an amount equal to such deduction to be paid by BETA International to the Exhibitor.
- 7.6 If the Exhibitor fails to pay BETA International any sum due pursuant to the Contract the Exhibitor will be liable to pay interest to BETA International on such sum from the due date for payment at the annual rate of 4% above the base lending rate from time to time of Natwest Bank, accruing on a daily basis until payment is made, whether before or after any judgment.

8. LIMITATION OF LIABILITY

- 8.1 The following provisions set out the entire financial liability of BETA International (including any liability for the acts or omissions of its employees, agents and subcontractors) to the Exhibitor in respect of:
- (a) any breach of the Contract; and
- (b) any representation, statement or tortious act or omission including negligence arising under or in connection with the Contract.
- 8.2 All warranties, conditions and other terms implied by statute or common law (save for the conditions implied by section 12 of the Sale of Goods Act 1979) are, to the fullest extent permitted by law, excluded from the Contract.
- 8.3 Nothing in these conditions excludes or limits the liability of BETA International for:
- (a) death or personal injury caused by BETA International's negligence, or
- (b) fraudulent misrepresentation. **THE EXHIBITOR'S ATTENTION IS IN PARTICULAR DRAWN TO THE PROVISIONS OF CONDITION 8.4**
- 8.4 Subject to conditions 8.2 and 8.3:
- (a) BETA International's total liability in contract, tort (including negligence or breach of statutory duty), misrepresentation or otherwise, arising in connection with the performance or contemplated performance of

the Contract shall be limited to the price received by it from the Exhibitor pursuant to the Contract; and

(b) BETA International shall not be liable to the Exhibitor for any indirect or consequential loss or damage (whether for loss of profit, loss of business, depletion of goodwill or otherwise), costs, expenses or other claims for consequential compensation whatsoever (howsoever caused) which arise out of or in connection with the Contract.

9. ASSIGNMENT AND SUBLETTING

- 9.1 The Exhibitor shall not be entitled to assign the Contract or any part of it without the prior written consent of BETA International.
- 9.2 The Exhibitor shall not be entitled to sublet any Booking granted to it (or any part thereof) without the prior written consent of BETA International.
- 9.3 BETA International may assign the Contract or any part of it to any person, firm or company.

10. FORCE MAJEURE

- 10.1 BETA International reserves the right to cancel the Contract or change the terms of the Booking ordered by the Exhibitor (without liability to the Exhibitor) if it is prevented from or delayed in the carrying on of its business or holding the Exhibition due to circumstances beyond the reasonable control of BETA International including, without limitation, acts of God, acts of terrorism, governmental actions, war or national emergency, riot, civil commotion, fire, explosion, flood, epidemic, lock-outs, strikes or other labour disputes (whether or not relating to either party's workforce), or restraints or delays affecting carriers or inability or delay in obtaining supplies of adequate or necessary materials.

11. GENERAL

- 11.1 Each right or remedy of BETA International under the Contract is without prejudice to any other right or remedy of BETA International whether under the Contract or not.
- 11.2 If any provision of the Contract is found by any court, tribunal or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void, voidable, unenforceable or unreasonable it shall to the extent of such illegality, invalidity, voidness, voidability, unenforceability or unreasonableness be deemed severable and the remaining provisions of the Contract and the remainder of such provision shall continue in full force and effect.
- 11.3 Failure or delay by BETA International in enforcing or partially enforcing any provision of the Contract will not be construed as a waiver of any of its rights under the Contract.
- 11.4 Any waiver by BETA International of any breach of, or any default under, any provision of the Contract by the Exhibitor will not be deemed a waiver of any subsequent breach or default and will in no way affect the other terms of the Contract.

11.5 The parties to this Contract do not intend that any term of this Contract will be enforceable by virtue of the Contracts (Rights of Third Parties) Act 1999 by any person that is not a party to it.

11.6 The formation, existence, construction, performance, validity and all aspects of the Contract shall be governed by English law and the parties submit to the exclusive jurisdiction of the English courts.

12. COMMUNICATIONS

- 12.1 All communications between the parties about this Contract must be in writing and delivered by hand or sent by pre-paid first class post or sent by facsimile transmission:
- (a) (in case of communications to BETA International) to its registered office or such changed address as shall be notified to the Exhibitor by BETA International; or
- (b) (in the case of the communications to the Exhibitor) to the registered office of the addressee (if it is a company) or (in any other case) to any address of the Exhibitor set out in any document which forms part of this Contract or such other address as shall be notified to BETA International by the Exhibitor.
- 12.2 Communications shall be deemed to have been received:
- (a) if sent by pre-paid first class post, 2 days (excluding Saturdays, Sundays and bank and public holidays) after posting (exclusive of the day of posting);
- (b) if delivered by hand, on the day of delivery;
- (c) if sent by facsimile transmission on a working day prior to 4.00 pm, at the time of transmission and otherwise on the next working day.
- 12.3 Communications addressed to BETA International shall be marked for the attention of the Trade Fair Organiser.

13. JURISDICTION

- 13.1 The validity, construction, interpretation and performance of these conditions and any Contract shall be governed by English law. Any dispute arising under or in connection with these conditions or any Contract shall be subject to the exclusive jurisdiction of the English courts to which the parties to the Contract hereby submit.

Additional Notes

BETA International 2011

Exhibitor Application Form

20-22 February 2011, NEC, Birmingham, UK

Company Name: _____

Stand Name (if different, as it will appear in the catalogue)

Contact: _____

Tel: _____

Fax: _____

Email: _____

Address: _____

Postcode: _____

Country: _____

Web Address: _____

VAT Number: _____

The notes and forms you will need are online; please ensure you give the correct email address as your username and password will be sent via email.

If relevant, please provide your BETA Membership information

Association Membership Membership number

BETA _____

We are:

Manufacturers Importers

Wholesalers Agents

Association Publishers

Other _____
(Tick more than one if necessary)

Space Required

In accordance with the Prospectus and any other rules subsequently notified we apply for the following exhibition space:

Stand Type (please tick one box only)

NewZone Stand (6m²)

Shell Scheme (6m²+)

Intermediate Space (16m² to 30m²)

Open Space (32m² or over)

(Space taken above 32m² receives a 50% discount)

Basic Space Rates (excluding VAT)

	Non Member £/m ²	Association Member £/m ²
NewZone Stand (6m ²)	Year 1	140.71
	Year 2	187.61
	Year 3	211.07
Shell Scheme (min. 6m ² , standard one open side)	234.52	193.48
Intermediate Space (16m ² to 30m ²)	218.10	179.93
Open Space (min size 32m ²)	199.35	158.30
Corners each	165.00	165.00

Stand Size

_____ m x _____ m = _____ m²
Depth Frontage Area

No. of Corners

1 corner (ie. 2 open Sides)

2 corners (ie. 3 open Sides)

4 corners (ie. all Sides open - island site)

Equestrian Clothing Country Pet Products

Location Request: Column: _____ Block: _____

Please refer to the "Provisional Plan" on the Prospectus. The organisers will do their best to give you what you want but reserve the right to allocate at their discretion.

Products to be exhibited: _____

Comments or Requests: _____

Signature: _____ Position: _____
(duly authorised signatory)

Name (CAPS): _____ Date: _____

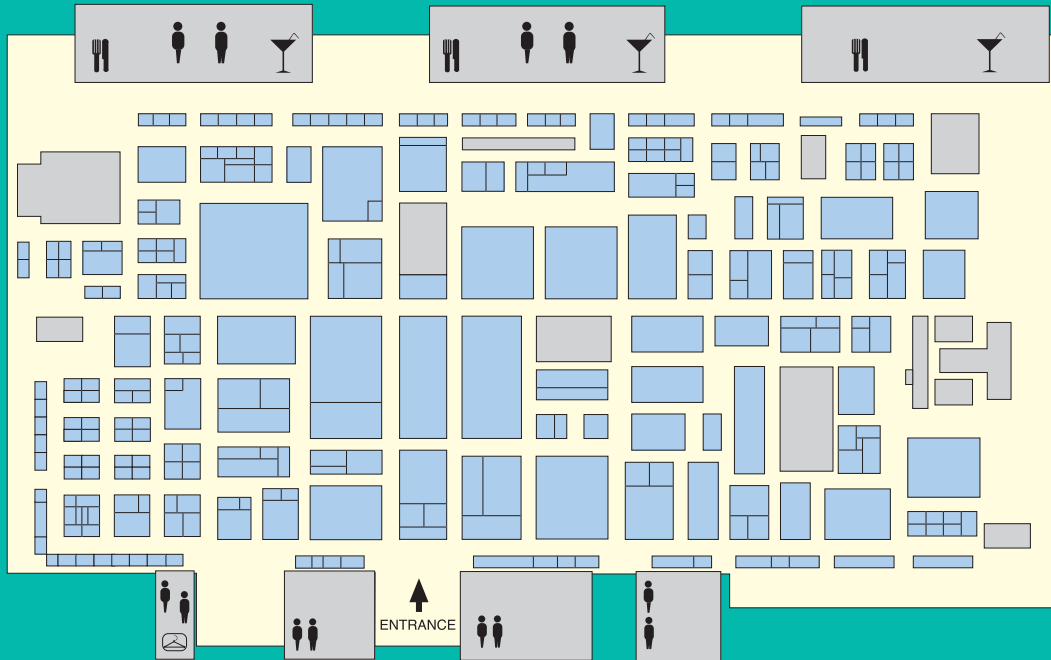
Stands will only be allocated upon receipt of a deposit payment and all stands must be paid in full prior to the start of the trade fair.

Please complete and return to:-

BETA International, Stockeld Park, Wetherby, West Yorkshire LS22 4AW
Tel: +44 (0) 1937 582111 Fax: +44 (0) 1937 582147/582778 Email: jamesp@beta-int.com

www.beta-int.com

PROVISIONAL EXHIBITION FLOOR PLAN



BETA International, Stockeld Park, Wetherby,
West Yorkshire, LS22 4AW, UK

Tel: +44 (0) 1937 582111

Fax: +44 (0) 1937 582147/582778

tradefair@beta-int.com

www.beta-int.com



BETA International is owned by the British Equestrian Trade Association