

# Beating a Path to BETA's Door

The equine trade industry in the United States has two major markets: Denver and Stanley KOP. The United Kingdom has one major trade show annually in early February, and in many respects, it's a good combination of Denver and KOP.

It's similar to Denver in that it's the gathering place for the industry. Everyone who's anyone is there. It has shades of KOP in that it has a heavily English product accent.

Square footage for the three-day BETA International 2005 Trade Fair, held at the National Events Center in Birmingham, England, increased this year over last year, and attendance held about even. Nearly 400 booths in a variety of sizes and designs greeted shoppers.

Each year, the market attracts a sizeable number of United States-based companies, many of whom reported doing well this year because the weak dollar makes American products a relative bargain for retailers in the United Kingdom.

Events during the trade show include live horse demonstrations, a fashion show and recognition of innovative new products, as well as booth awards.

Two American companies won innovation awards: Professional's Choice and Ariat.

The event is sponsored by the British Equestrian Trade Association. *Industry In Focus continued on page 6*



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**1. Nine companies participated in the BETA International fashion show, which was presented three times a day on each of the three days of the market.**

**2. Increasing numbers of American companies are being represented at BETA International. Ariat's agent in the United Kingdom sponsored this booth, or stand, as they're called across the pond.**

**3. Les Nolan of Jabez Cliff (shown here) and Jeremy Rudge won the Society of Master Saddlers Saddle-Making Competition. The event was judged by Frank Baines.**

**4. Battles, a major manufacturer and distributor in the United Kingdom, sponsored this open-floor plan stand, which provided work tables for convenient ordering.**



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