

World Gathers for BETA International

Vendors and retailers from more than 36 countries are expected to attend the BETA International Trade Fair Feb. 18-20 at the National Events Center in Birmingham, England.

This year's version of the trade show offers a mix of new events and traditional activities.

The Mounted Section of Nottinghamshire Police Force will present twice-daily displays in the Wahl & Lister Clippers Horse Demonstration Arena. The group dates back to 1877.

When the mounted section isn't performing, the arena will be filled with a variety of equine product demonstrations.

A variety of business seminars are planned, helping retailers and others learn more about the Internet. One of the UK's leading Web development specialists, Tebays, will present the seminars.

Retailers will learn how to enhance their profitability through a workable and appealing Web presence. Information on search engines, link sharing and design guidelines will also be presented. Each seminar will last about 30 minutes and are scheduled twice daily Sunday and Monday.

The BETA International Fashion Show will be held daily, featuring the latest equestrian and outdoor garments.

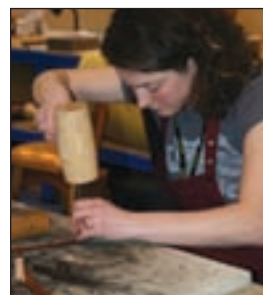
The latest product launches will be showcased in the new product gallery, while the BETA International Innovation Awards will pay homage to the best products available.

Those who enjoy watching saddle and bridle craftsmen at work are in luck. The Society of Master Saddlers annually hosts a competition in both categories. The work is performed out on the trade show floor for maximum viewing opportunities.

A special area of the trade show is dedicated to displays of horse feed, supplements, balancers, forages and pet foods. A huge model horse reigns over the collection from high above.

Easibed returns again this year as the sponsor of BETA International, which promises the launch of a new trade promotion during the show.

About 400 companies are expected to be on hand. Last year's visitor numbers increased eight percent over the 2005 numbers, which are independently audited. 📄



A leather crafter works carefully during the Society of Master Saddlers competition at BETA International.



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