

BETA International 2008

NEC, Birmingham, UK

February 17 - 19



See the latest equestrian, country clothing and pet products exhibited by more than 390 companies from around the world.

VISIT

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Denver

JANUARY 11-15, 2008

200,000-plus square feet of exhibit space and more than 850 exhibitors with 2,600 lines, including 54 new exhibitors, will greet visitors at the Denver Market. An estimated 6,000 buyers will have the opportunity to learn, have fun and get it done as the Western & English Sales Association's (WESA) 86th January Market opens its doors.

WESA brings the retail expertise of consultant Jon Schallert to three morning seminars. Schallert's sessions teach independent business owners how to turn their businesses into consumer destinations. To learn more, visit www.JonSchallert.com. Owners may subscribe to Schallert's free "Reinvent Your Business" newsletter on this site as well.

For the Equestrian side of the business learning curve, Clinton Anderson will be on hand to present his "Downunder Horsemanship" twice on Sunday, in a 40-foot round pen with open seating. Clinton was the first horse trainer to launch a "made-for-TV" weekly program broadcast. His talent with untrained horses, addressing common problems faced by horse owners, has made his show the network's number one equine program.

Denver provides an opportunity to relax and network at the Opening Night Fashion Show and Party. Along with a fast-paced multi-line runway fashion show, the party offers buyers complimentary food and the chance to win one of six \$500 certificates to spend on-site with WESA exhibitors. Breakfast is also complimentary for buyers every morning. For those who want to experience one of the largest-purse rodeos in the United States, free tickets are available for the Sunday night performance, along with shuttle service.

Denver buyers can choose to compete in this year's new



The Friday night fashion show presented by WESA is a crowd pleaser and a chance to win a \$500 buying spree for six lucky retailers.