

## Birmingham, England

FEBRUARY 17-19, 2008

**B**ETA International is organized by Equestrian Management Consultants, Ltd., a wholly owned subsidiary of the British Equestrian Trade Association. The link between the Association and the event itself ensures that the exhibition is run by and for people who are an integral part of the equestrian community.

Retail buyers from the equestrian, country clothing, outdoor and pet markets visit BETA to see products exhibited by about 400 companies from more than 20 countries. While the best-known brands from leading manufacturers are shown, BETA puts special emphasis on innovation, education and the encouragement of emerging and specialist exhibitors.

Retailers have the opportunity to see the season's new collections at the professionally choreographed fashion show. The show is put on three times a day so that everyone has a chance to attend.

The Horse Demonstration Arena enables exhibitors to bring their products to life. Immaculately turned-out horses, informative commentary and tiered seating make this feature a big draw for visitors who want to see the brands in action.

The practical sessions are interspersed with other demonstrations over the three-day run of the exhibition. The world-famous Household Cavalry mounted regiment—the British sovereign's personal bodyguard since the 1600s—will also be seen in the Arena during the show.

Many buyers who visit BETA International specifically to source new products head for the New Product Gallery, which offers a high profile showcase for exhibitor's fresh styles and innovative products. It is designed by experienced merchandisers for an authentic retail look and feel.

The prominently positioned Animal Nutrition Centre provides a platform for exhibitors of horse feed, balancers, forages and dog food.

BETA International is also the perfect place to network and socialize with new and established business contacts. The Dermoline Coffee Shop and Horse & Hound Champagne & Seafood Bar are both popular meeting places for attendees.

BETA has teamed up with Reservation Highway to book rooms at event rates in its 14 participating hotels.

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## Travel Tips

Travel is a much different game than it was even as little as five years ago, and the rules change almost daily. The up side is, there are several new things travelers can do to make the ride a little smoother and less stressful.

- **Get on the list.** Many hotels, airlines and rental car companies now send information about special deals, lower pricing or last-minute sales to those on their e-mail list. These deals are not offered to other customers.
- **Check in on line.** Some airlines now allow passengers to check in on line and print their boarding pass within 24 hours of a flight. Doing so allows travelers to breeze right by long lines at airline counters.
- **Let the show do the work.** Most industry trade shows arrange "market rates" with local hotels, so make sure and ask for those rates when you call to reserve a room. Some shows even offer a travel service that will not only arrange for a room, but make airline and rental car reservations as well.