

29th BETA International Trade Fair Held

Brisk sales in a buoyant atmosphere was the attitude of BETA International 2008, held at the NEC, Birmingham, Feb. 17-19. With approximately 300 exhibitors from 18 different countries, BETA International hosted Innovation Awards, the PONY and Horse & Rider magazines Fashion Show, seminars for retailers and a display by the Household Cavalry Mounted Regiment in the Horseware Horse Demonstration Arena.

This year's exhibition saw a revamped reception area plus a new "meet and greet" lounge with free bottled water for all, sponsored by Graphic Evidence. Many visitors paused to admire the dramatic equine sand sculpture created by Andrew Baynes over the three days.

"Our exhibitors did us proud with immaculately presented stands and the launch of many truly innovative products. Combined with strong interest from serious U.K. and international buyers, BETA International 2008 had a real feel-good factor," said Claire Thomas, commercial manager of EMC.

Retail display experts Nick Wraith and Caroline Reeves, of the Shop & Display Equipment Association (SDEA), judged the Wine & Hamper Company Best Stand Awards with the accolade in the large category going to Equilibrium Products for the second time. Pink Equine won the small stand section.

The Kenilworth Press New Product



The horse demonstration area at BETA played host to the Household Cavalry Mounted Regiment.

Gallery again provided a focal point for visitors to see the latest lines displayed in an authentic retail environment. The sponsor's stand was also well attended.

Horse feeds, supplements and pet

food were showcased at the Tubtrugs & Tyre Rubber Animal Nutrition Centre.

BETA International 2009 takes place Feb. 15-17. For more details, visit www.beta-int.com.

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