

WEA

ATLANTA, GEORGIA

FEBRUARY 28 - MARCH 2, 2009

The Western & English Atlanta (WEA) is the second largest Western show in the United States with more than 450 lines represented. The newest styles from the biggest lines in boots, hats, children's wear, men's wear, women's wear, accessories, jewelry, tack, t-shirts and gifts will be represented on the show-room floor. This show promises to bring the fun as well as the leading names in the industry to over 40,000 feet of show space at the North Atlanta Trade Center in Norcross, Ga.

The show manages to maintain an intimate feel so that retailers that might be intimidated by a larger production will feel more comfortable. Retailers can easily walk the show floor and really get a feel for the lines that are represented since everything is under one roof.

Many of the lines that exhibit at the trade show cannot place a large sales force in the field to call on every retailer. The retail buyers can work at a trade show without the interruptions of the day-to-day operations of the store, and therefore devote their attention to their buying.

WEA has earned a reputation of having the "the best show food," which includes the vendor-sponsored traditional Mexican Buffet on the night of Saturday, February 28 and hors d'oeuvres on Sunday, March 1. Vendors and retailers alike look forward to taking a mid-day break for hot lunches which are made in-house daily. Coffee and donuts are sponsored each morning of the show and a nightly hospitality suite, furnished by Budweiser, is provided at the host hotel, LaQuinta Inn and Suites. Free passes to Wild Bill's country bar and dance club are available.

WEA will offer a hat shaping booth, a boot shine booth and a massage therapist. These educational and entertaining booths, as well as a family oriented staff, all come together at WEA.

The market also provides free parking as well as reasonably priced and convenient accommodations.

www.tullymarkets.com



A representative shows off the latest styles of boots in their catalogue.



Western saddles are some of the tack offered at WEA.

BETA

BIRMINGHAM, ENGLAND

FEBRUARY 15-17, 2009

This year marks the 30th anniversary of BETA International. The UK-based exhibition is organized by Equestrian Management Consultants, a wholly owned subsidiary of the British Equestrian Trade Association. Abbey Saddlery, leading British equestrian wholesaler, is the main sponsor of BETA International. Many other global brands also lend their support to the show.

BETA International puts suppliers and buyers at the hub of the important European equestrian market. The show provides the inspiration for increased sales of equestrian lines, pet products, country clothing, outdoor gear and gifts. American buyers will discover a wealth of traditional English saddlery, hunting apparel, countryside-themed gifts and European-styled clothing. BETA International's venue, the purpose-built National Exhibition Centre (NEC) in Birmingham, is easily accessible from anywhere in the world by road, train or air. Admission is free. There is also free car parking and many hotel accommodations nearby. Getting there is now easier for American retailers, thanks to BETA International's new Travel Service. The service coordi-

nates flights, train journeys, car hire and hotel bookings.

Many exciting product launches take place at the exhibition. The latest launches are on display at the Kenilworth Press New Product Gallery. Feature areas of the show include the Horseware Horse Demonstration Arena where products come to life on real horses in a theatrical setting.

The arena will also host twice daily appearances by the Thwaites Brewery Shire Horses, giving visitors a chance to find out how beer is still delivered by horse power to traditional English pubs and view these magnificent horses at close quarters. Thwaites Brewery head horse keeper Charlie Beardmore will enlighten the crowd about the horses' history, management and harness too.

The PONY and Horse&Rider Fashion Show also will take place this year. Visitors will see the newest clothing collections paraded on a catwalk to a backdrop of music and lights. BETA International hosts a series of business seminars as well.

www.beta-int.co.uk