BRITISH EQUESTRIAN TRADE ASSOCIATION

The BETA Symbol



The Benefits of

Retail Membership

For instant recognition by today's service orientated and quality conscious buyers.

The BETA logo is widely recognised by consumers within the equine market as the symbol of responsible and quality businesses.

Use the BETA logo on:

- Product Information
- Advertising
- Stationery and in your shops

BETA promotions raise awareness with YOUR customers. The BETA badge is what they look for. Ask for your free artwork and use it on stationery, posters, price tags and your shop window.

Many of your suppliers are now putting the BETA logo on their packaging.







The Benefits of BETA





BETA promises to work to support our members in their efforts to achieve the highest level of repute, knowledge and profitability.

How?

- Through opening new markets body protectors, hi-viz and wormers for example
- Promotion of BETA member companies to consumers
- Improving safety of the rider
- Independent, key equestrian market statistics
- Political representation on major issues
- BETA International Trade Fair acknowledged as the world's best
- Market development through initiatives such as the Take Up The Reins campaign and the VAT second hand scheme
- Retail training courses on subjects varying from lorinery to safety, with City and Guilds qualification available
- Publications from BETA's trading arm EMC
- Negotiated group discounts for members on essential business services
- Merchandise to help you promote your membership

Retail Membership - Its Real Value

Today's trading conditions are difficult. Businesses need to be competitive on price and flexible on terms. Rising business costs mean that every penny counts.

That's why your annual subscription to BETA is such value, based on your turnover, starting at £72 (plus VAT). All BETA members are entitled to the following.

- Subsidised hotel and travel to BETA International trade fair Worth £50
- FREE prize vouchers for local shows Worth up to £100
- FREE summary of the BETA national equestrian survey Worth £100
- FREE use of the BETA logo and badge
- Insurance benefits from South Essex Insurance Brokers
 you can expect to receive competitive rates and
 interest free credit which is exclusive to BETA members.
 Offers can vary according to circumstances please call
 for a quote to find out what is available
- Epos systems offering up to 10% average savings
- Discounts on business training courses Worth £200
- Discounted card processing rates starting at 1.50% and lower
- Business advice support helpline
- Reduced price advertising in Yellow Pages
- Discounted website design
- RAC membership discount
- Group fuel discount



Want to find out more about joining BETA and the benefits it can bring to your business?

Already a member but need more information about benefits to you?

Fill in the coupon below and post today



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I am already a memore about the be	ember and would like to find out nefits.
I am not a membe about how to join.	r and would like to find out more
Name (Mr, Mrs, Miss):	
Company:	
Address:	
Postcode:	Tel:
Type of Business:	
Email/Website:	

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