

ENTER

LORINERY DISPLAY COMPETITION

organised by

WIN!
a **£250**
lorinery
shopping
voucher



BETA is pleased to run the Lorinery Display Competition once again with the support of the Worshipful Company of Loriners. The competition, with a £250 prize in each of two categories, aims to encourage high standards of in-store displays and the provision of relevant information online by all retailers of lorinery products.

HOW TO ENTER

Category A: Equestrian retail store

The lorinery display must include our A3 lorinery information wallchart board as part of the display. Displays should be informational and educational to the end user and include a good selection of bits and other Lorinery items.

Category B: Online lorinery retailer

To be judged on a lorinery sales website that is inviting, clear, easy to navigate, informative and educational. Clear product illustrations, well set-out pages and short video clips etc would be beneficial. The lorinery information wallchart is to be included on the entrant's website or, if not, there must be a link to a copy on the BETA website.

Retailers may enter both categories, but a separate entry form should be completed for each category.

Please email Ann FitzGerald in the BETA office, ann@beta-uk.org, specifying which category (or categories) you are entering and, when your display is ready, email it to her or post it to:

BETA Lorinery Display Competition
East Wing
Stockeld Park
Wetherby LS22 4AW

The entry must include the completed form overleaf and, if entering Category A, at least four photos of the in-store display. If entering Category B, please supply your website address that is being entered.

Deadline for entries: 31 August 2019

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PLEASE COMPLETE THE FORM BELOW

LORINERY DISPLAY COMPETITION ENTRY FORM

Name Company name

Address

Postcode Telephone no

Email Website URL

I am entering: Category A Category B (tick one or both boxes)

Complete the following two sentences:

1. My main reason for retailing lorinery products is

2. I consider the greatest challenge in selling a technical product such as lorinery to be

Terms & conditions

- All entrants must apply for a lorinery wallchart board or PDF from BETA, as above. These are FREE of charge and may be kept for future use.
- All entries must be accompanied by the form above and be clearly marked with the retailer's name and address. The retailers will be judged on several criteria but key are the following: 1. Display(s) should include a wide selection of assorted horse bits. In addition, a small amount of other lorinery items such as stirrups and spurs can be included. 2. In-store displays should be in a prominent position, neat, tidy and well lit.
- The first round of judging will be completed on the strength of the submitted photos and website content. The finalists in both categories will be mystery-shopped. The winner will be notified in writing by 1 December 2019. The presentation of the prize and award will be made at the BETA Gala Dinner on Monday 20 January 2020 in Birmingham. All finalists will receive a certificate of recognition. There is no entry charge. Entry submissions will not be returned. The judges' decision is final.
- The prize of a £250 shopping voucher per category will be reimbursed on provision of receipted invoices for lorinery stock purchases. The total of £250 includes VAT and delivery costs for the order. The voucher is valid for three months from the date of presentation and the prize/reimbursement must be claimed by the winner before 30 June 2020.