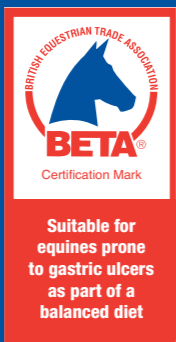


## GETTING THE MOST OUT OF YOUR MEMBERSHIP

Becoming a BETA member opens a world of opportunity for you to become involved in the life of the trade association and the wider equestrian community. Active participation in BETA's wide range of initiatives will help us to support you as you develop a thriving and successful business.

There are many ways in which you can get involved in this vibrant and dynamic organisation, including:

- BETA Conference – take your place at this annual gathering where you can network and socialise with trade colleagues and find out the very latest about issues that affect you.
- BETA training courses and qualifications – you and your staff can benefit from the highest training across a wide range of subjects, from livery and the fitting of safety equipment to digital marketing and visual merchandising.
- Export development – use BETA's extensive knowledge of overseas markets to help you build your export potential. You might even accompany BETA on one of its trade missions or book your product literature into the BETA Gallery to enjoy a presence at an overseas show without even having to leave the UK.
- BETA branding – use the BETA symbol to encourage customers to buy with confidence and employ BETA merchandise to raise your profile as a member.
- BETA sponsorship – get involved in our support of high-profile events, which help to raise awareness of BETA to the trade and riding public. There is plenty of opportunity for members to take part, including contributing products to prize draws or opting in to retail initiatives that drive customers your way.
- Discounted group rates – access key services for a fraction of the usual costs.



## FAQs

### Provisional membership – what does it mean? Do I have to have been in business for a year before applying for membership?

When a company has been trading for less than 12 months – or is not VAT-registered – it is offered provisional rather than full membership. This means that you can apply for membership as soon as you are operating and do not have to wait a year to apply. As a provisional member, you are free to use the BETA logo and receive all BETA benefits but do not have any voting rights.

A business less than a year old will be reassessed for full membership after 12 months and those not registered for VAT will retain provisional status for two years, after which they will be reconsidered for full membership. Sometimes, this can be withheld until VAT registration takes place.

### Do I automatically become a member if I exhibit at BETA International?

BETA International is organised by Equestrian Management Consultants (EMC), the trade association's commercial arm, and open to all members of the equestrian and allied trades from the UK and overseas. Exhibiting at the show does not mean that you are a BETA member. Only those that have applied and been accepted can be considered as such.

### I receive a copy of ETN every month. Does that mean that I am a BETA member?

Not at all. UK retailers receive a free copy of ETN irrespective of whether they are BETA members. The magazine landing on your doormat each month is not an indication of membership. ETN is available, on paid subscription, to companies that are neither retailers nor members of BETA.



## HOW DO I JOIN?

Contact the BETA office for an application form or download one from the BETA website. Once completed, send it back with one year's subscription and an administration fee. Depending on your category, you will be asked to provide additional information, which could include photographs of your shop or a declaration of trading policy.

Your application must be supported by three equestrian trade references from BETA members, although non-members can be put forward where there is no other option. All applications are considered by the BETA Council, which meets five times a year – so the process is not immediate. If your company is new to the industry, one of the BETA Council members or our field officer might visit your premises before membership is offered. A visit is compulsory for all e-commerce retailers.

Our field officer might be able to visit you before you apply for membership and BETA is happy to discuss your application if you do not know any of its members.



### Contact us to find out more about BETA membership:

T: +44 (0)1937 587062

E: [info@beta-uk.org](mailto:info@beta-uk.org)

[www.beta-uk.org](http://www.beta-uk.org)

f [betaequestrian](https://www.facebook.com/betaequestrian)

@betaequestrian

BETA, East Wing, Stockeld Park,  
Wetherby LS22 4AW, United Kingdom

# The Benefits of BETA MEMBERSHIP





## WHY BECOME A BETA MEMBER?

The British Equestrian Trade Association (BETA) helps you to make the most of this exciting industry by providing support as you develop and grow your business. It represents its members and the wider trade at national and European government levels, as well as to the regulators for equestrian sport and racing. BETA lobbies on matters of policy, legislation and regulation. It has a powerful voice and is a force to be reckoned with. BETA has successfully fought for the rights of saddlers to sell wormers, and is committed to increasing the number of riders and improving their safety.

Becoming a BETA member means that you are part of an internationally respected organisation that will guide and promote your company, offer advice and expertise, provide a wide range of services at preferential rates, deliver a vibrant portfolio of trade association benefits and work tirelessly on your behalf. You will also become part of an exciting business community of more than 800 members.



## WHERE DO YOU FIT?

BETA membership is divided into six categories:

**Retail** Retailers, ranging from small stores to retail groups with more than five outlets. This category features different criteria for a range of retail operations, including online/mail order, mobile, feed merchants, bricks-and-mortar shops and retail groups.

**Trade** Manufacturers, distributors and wholesalers.

**Overseas** Those who fall within retail and trade categories but operate outside the UK. Companies from the Republic of Ireland are charged at UK subscription rates.

**Associate** Organisations, service providers and training bodies with links to the equestrian industry. This category includes companies providing capital equipment when sold direct to the end-user, such as stable and arena construction.

**Agent** Individuals acting as commission agents or sales representatives in the UK and overseas.

**Equine** Dealers, auctioneers and equestrian establishments, such as riding schools and livery yards.



## HOW CAN BETA HELP YOU?

BETA supports its members as they work to achieve the highest levels of repute, knowledge and profitability. The trade association benefits members in many powerful ways, such as:

- Promoting British companies overseas and providing DIT funding for trade missions.
- Providing key information and statistics about the equestrian sector.
- Introducing and maintaining the BETA body protector standard and promoting rider safety. BETA contributes to, and helps to shape, the development of EU standards for a range of safety products, including riding hats and body protectors.
- Offering training courses and qualifications tailored to equestrian business.
- Raising awareness of BETA member companies and driving customers to them through promotion and event sponsorship.
- Offering a range of quality assurance marks, including the BETA NOPS scheme for feed and supplement manufacturers and the assurance scheme for feeds suitable for horses and ponies prone to gastric ulcers. New in 2020 is a NOPS Bedding scheme.



## WHAT BENEFITS WILL YOU RECEIVE?

In addition to the extensive support provided to all members by the BETA office and our field officer, the trade association offers a wide range of benefits that vary according to the category of membership. These include:

- Retail member benefits with a travel and accommodation subsidy when visiting the BETA International trade fair for two days or more. Please refer to the Retail Members leaflet for further details and additional benefits.
- Reduced exhibitor rates for trade members at BETA International.
- A free monthly copy of Equestrian Trade News (ETN).
- Up to £100 worth of free prize vouchers for retail members to use at local shows.
- Discounts on business training courses.
- Benefits to cut business overheads, including low card processing rates and discounted RAC membership, plus health and safety and employment law compliance systems.
- Free use of the BETA logo and badge.
- DIT funding for participation in BETA-led trade missions to overseas shows.
- Training courses and qualifications for retailers of safety equipment.
- Discounted corporate clothing.
- Networking opportunities at BETA's annual and Feed Industry conferences.
- A free copy of the overview report from BETA's National Equestrian Survey. This provides you with up-to-date statistics on the state of the equestrian market and buying behaviour.