

# HUNT IS ON FOR THE BEST IN THE BUSINESS



The 2025 BETA Trade Awards ceremony is to be run alongside BETA International on Sunday 28th September at The Hilton Metropole, NEC, Birmingham.

Here's how you can nominate companies and individuals.

**W**inners of a BETA (British Equestrian Trade Award) are people and businesses who go above and beyond for the benefit of the equestrian industry.

To make sure your favourites get through to the finals, check out the list of awards below – and make a nomination.

## SAFETY EQUIPMENT FITTER OF THE YEAR AWARD

This Award aims to recognize the work undertaken by riding hat and body protector fitters based in equestrian shops who go the extra mile in achieving a high level of competence and support for their customers.

### Nominations:

Can be made by consumers from around the country for BETA member and non-member stores where they have items fitted in the last year. Retail shops can also nominate their best in-store fitter.

**Entry deadline: 30 June 2025**



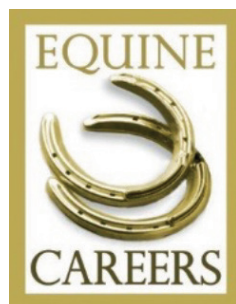
Nominate here

## EQUINE CAREERS SALES REPRESENTATIVE OF THE YEAR

This award is open to both employed and self-employed sales representatives and agents, and is given to the individual judged outstanding in his or her approach to customer service.

**Nominations:** Retailers and suppliers are invited to submit nominations, stating why they feel their nominee deserves to win. The final decision will be made by a combination of BETA members' votes and an interview with each finalist.

**Entry deadline: 30 June 2025**



Nominate here

## ZEBRA PRODUCTS RETAILER OF THE YEAR – ONLINE

An award for online retailers whether or not they are BETA members. **Category one – Online/mail order stores.**

**Nominations:** Customers can nominate by completing the nomination form online. On receipt of nominations, retailers will be sent a questionnaire by BETA for completion, to be considered for the next stage of judging. This award involves independent mystery shopper and incognito telephone calls.

**Entry deadline: 23 June 2025**



Nominate here

## ABSORBINE RETAILER OF THE YEAR – EQUESTRIAN STORE

An award for tack shops and feed merchants whether or not they are BETA members. **Category two – equestrian stores.**

**Nominations:** Customers can nominate by completing the nomination form online. Retailers are also able to print out copies of the form to gather nominations at the till point. These forms must be posted to the BETA office by the nomination deadline. On receipt of nominations, retailers will be sent a questionnaire by BETA for completion, to be considered for the next stage of judging. This award involves independent mystery shopper and incognito telephone calls.

**Entry deadline: 23 June 2025**



Nominate here

## RETAIL EMPLOYEE OF THE YEAR

Nominations are sought for employees showing excellent customer service, great product knowledge and a passion for professional retailing. Retailers who nominate their employee could win a BETA training voucher.

**Nominations:** The award is designed for shop-floor staff rather than managers. Nominations are invited from employers or sales representatives. An independent judging panel will compile a shortlist, then a period of interviews will follow to decide the winner.

**Entry deadline: 30 June 2025**



Nominate here

## HOLDSWORTH PR MARKETING EFFECTIVENESS AWARD



This award celebrates effective communications and the increased value a company's marketing campaign has brought to its brands. Marketing plans and activity will be put under the spotlight to see how different aspects, including in-store and show-circuit promotions, mass media advertising, sponsored riders and social media, play a powerful role in helping to solve business problems and generate revenue.

**Nominations:** All types of equestrian companies are invited to put themselves forward for this award. Judging will reward the contribution marketing has made to business improvement and, because of this, low- or no-budget entries are encouraged.

**Entry deadline: 30 June 2025**



Nominate here

## GBH FORWARDING EXPORT AWARD



To encourage and recognise companies that have generated substantial and sustained increases in export activity. Factors taken into account include level of exports and growth in relation to size of business, planning and strategy involved in developing markets, barriers overcome and the sustained effort over at least 3 years.

**Nominations:** Self nominated by British based companies exporting products with significant UK content or added value.

**Deadline: 5 July 2025**



Nominate here

## NUTRITIONAL HELPLINE OF THE YEAR

The company considered to offer excellence in nutritional advice and service to customers – consumer, trade and retail – wins this accolade.

**Nominations:** Customers can nominate via the online nomination form. A shortlist will be drawn up for final judging, which will include incognito calls.

**Entry deadline: 23 June 2025**



Nominate here



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28 Sep - 29 Sep 2025



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**Hilton Birmingham Metropole**

The NEC Birmingham, Pendigo Way, Birmingham, B40 1PP, United Kingdom  
tel: 121-780-4242



## BETA LIFETIME ACHIEVEMENT AWARD

This award celebrates an individual who has made a long-standing and significant

contribution to the equestrian industry.

**Nominations:** Biographical details of the nominee are invited from all sectors.

**Entry deadline: 30 June 2025**



Nominate here

## CITATION TRADE SUPPLIER OF THE YEAR



The manufacturer, wholesaler or distributor judged to offer the best in delivery, customer service, product knowledge and awareness of retailer requirements will win this award.

**Nominations:** Retailers can nominate the supplier they judge best and suppliers can nominate themselves using the official application forms. Shortlisted companies will be judged by an independent panel of judges.

**Entry deadline: 30 June 2025**



Retail nomination



Trade submission

## EQUINE FITTER AWARD (SADDLERY, BITS AND BRIDLES)



EQUINE FITTERS  
COUNCIL

This Award aims to recognize the work undertaken by saddle, bridle and bit fitters who go the extra mile in achieving a high level of competence and support for their customers.

**Nominations:** Can be made by consumers for independent or employed fitters, who are BETA members or Non-Members, where they have used their service in the last year.

**Entry deadline: 16 June 2025**



Nominate here

**28th September**



To book tickets to this glittering evening including a 3 course dinner and band scan here:

