



## Overseas Membership

**BETA** now has worldwide contacts in the equestrian industry. The **BETA** International Trade Fair is open to overseas exhibitors and is visited by buyers of every nation. It is therefore appropriate that **BETA** offers an 'Overseas' category of membership. This category is for companies in the equestrian industry whose base is outside the UK and is split into two categories – 'retail' and 'trade'. Overseas membership carries no voting rights.

### **BETA INTERNATIONAL**

The Trade Fair is the only specialist equestrian trade exhibition in Europe and is open to overseas exhibitors. **BETA** Overseas 'Trade' members are eligible for a membership discount on stand space booked.

### **MARKET RESEARCH**

**BETA** undertakes regular independent market surveys into the equestrian industry in Great Britain. All members receive a complimentary copy of the overview with more detailed results available for discounted purchase.

All overseas members of **BETA** receive a subscription to its own leading trade magazine "Equestrian Trade News", as well as a quarterly newsletter highlighting news of relevance to members.

### **THE UK MARKET**

Anyone selling to the UK or buying from the UK can benefit from Overseas membership of **BETA**. An information service about suppliers in the UK and an introduction service for visitors is available through the **BETA** office. The **BETA** office can also arrange complete visits if required.

**BEING AN OVERSEAS MEMBER WILL HELP YOU IMPROVE YOUR CONTACTS WITH THE UK EQUESTRIAN INDUSTRY. FILL IN THE FORM TODAY.**



## Associate & Agent Membership

Associate membership caters for organisations, service providers, training bodies and other companies interested in developing links with the British Equestrian industry.

Agent membership is aimed at individuals who act as commission agents for companies both here and overseas and wish to take advantage of the benefits offered as well as strengthening links with the industry.

### **MARKET RESEARCH**

**BETA** undertakes regular independent market surveys into the equestrian industry in Great Britain. All members receive a complimentary copy of the overview with more detailed results available for discounted purchase.

### **ADVICE**

**BETA** provides members access to a business support help-line, offering answers to legal, taxation and employment questions.

### **TRAINING**

One of the most valuable services we provide is our training programme which is designed to give members a chance to participate in courses attended by the full range of members. Our new three module management training programme is offered to members at discounted rates.

All Associate and Agent members of **BETA** receive a subscription to its own leading trade magazine "Equestrian Trade News", as well as a quarterly newsletter highlighting news of relevance to members.

**BEING AN ASSOCIATE OR AGENT MEMBER WILL HELP YOU IMPROVE YOUR CONTACTS WITH THE UK EQUESTRIAN INDUSTRY.**

**FILL IN THE FORM TODAY.**



## Equine Membership

This category of membership was set up for dealers, auctioneers and equestrian establishments who derived their living from the equestrian industry. **BETA** is a 'trade' organisation; we hope to cater for all aspects of the trade.

*What can BETA membership do for you?*

### **VAT SCHEME**

**BETA** did the research on the effects of VAT on the sale of horses for the VAT Committee which was chaired by Sir Stephen Hastings MC. The cost of the work in setting up the scheme was carried by **BETA**. You are now benefiting from this work and expense. The forms required for the VAT Scheme are available from the **BETA** office. Considerable savings can be made by being a **BETA** member and obtaining the special discounted rate.

### **CODE OF CONDUCT**

Being a member of a trade association gives some confidence to potential customers. Having a Code of Conduct within that organisation gives a great deal more validity to membership. A condition for equine membership is that applicants sign Criteria which set out a standard of practice for equine members.

### **PROMOTION**

Anyone involved in the industry such as auctioneers, dealers, breeders or riding establishments wanting to expand their markets and sell British horses, needs a business organisation behind them. We want to promote British horses in export markets in conjunction with the breeding organisations – we want to provide information about these markets and about the UK. It is also important that the consumer becomes aware of the **BETA** logo and what it symbolises. With this in mind a promotion campaign is underway to promote the **BETA** symbol to the riding public.

### **BUSINESS SUPPORT**

Many small businesses often lack access to sources of business advice. The **BETA** business support helpline provides free access to professional advice on legal, employment and taxation issues.

**BE PART OF A GROWING ORGANISATION AND FILL IN THE MEMBERSHIP APPLICATION FORM TODAY.**



## Trade Membership

*What will BETA membership do for you? BETA will help you expand in the domestic market BETA will help you develop export markets with funding provided to many fairs BETA has contacts in the industry all over the world BETA runs the only specialist equestrian Trade Fair in Europe BETA offers an arbitration service and legal and business support helpline*

### HOME MARKET

**BETA's** main objectives are to expand the equestrian market and improve trading standards and practices. This is an ongoing situation. A great deal of time and thought has been used to improve retailing standards – this can only be to the benefit of manufacturers and wholesalers. **BETA** has contacts and access to information within the trade that will help manufacturers and wholesalers. We have been successful in arbitrating over disputes between suppliers and customers and provide members access to free legal, taxation and employment advice. **BETA** has representatives on the British Horse Industry Confederation, BSI Hat & Body Protector Committees, the All Party Parliamentary Group for the Horse, Animal Medicines Training Regulatory Authority, and is a member of the British Equestrian Federation.

**BETA** has close links with the Department for Business, Innovation & Skills, UK Trade & Investment, DEFRA, Veterinary Medicines Directorate and the Food Standards Agency, and commits a great deal of time to lobbying local, national and European governments on issues of significance to the equestrian industry.

**BETA** promotes its members to the consumer market, encouraging riders to purchase **BETA** members' products from **BETA** member retailers. We run regular promotions with leading consumer magazines and participate in consumer Fairs.

### BETA INTERNATIONAL

**BETA's** first trade fair was held in 1980 when some 15 companies toured the country with a small exhibition. The Trade Fair has grown beyond all recognition. At **BETA** International in September over 300 companies exhibit with a growing number of overseas companies taking stands. **BETA** International is the only specialist equestrian trade fair in the UK and is the shop window for manufacturers and wholesalers to display and sell their products. Visitors come from all over the world.

**BETA** members obtain special discounted rates at the **BETA** International.

### MARKET RESEARCH

**BETA** published the first independent market survey into the equestrian industry in Great Britain and it is updated regularly. It is available to members at a discounted rate. Ask for the **BETA** National Equestrian Survey.

### SUPPLIERS CODE OF CONDUCT

A Code of Conduct provides a framework of business conduct for suppliers within the equestrian industry. It applies to manufacturers and wholesalers of products and services who are Trade Members of **BETA**.

### BETA NOPS CODE

The **BETA** NOPS code has helped to reduce the risk of naturally occurring prohibited substances causing problems in horse feed and supplements. Over 80% of equine feed manufacturers have signed up to the code.

### OVERSEAS MARKETS

**BETA** can help you exhibit at overseas exhibitions such as SPOGA, Equitana and China Horse Fair. Being part of a **BETA** group will enhance your chances of success.

### TRAINING

One of the most valuable services we provide is the Retail training programme which is designed to give Trade members a chance to talk about their products direct to retailers. They provide an important source of market research and information. **BETA** promotes the retail membership at national and local levels. Two conferences are held annually, a feed conference mid year and our AGM conference in the Autumn.

### LOBBYING

Behind the scenes **BETA** is more active than ever before in addressing policy and legislative matters on members' behalf. We have successfully influenced the final form of legislation and its implementation in areas as diverse as feed labelling and the sale of veterinary medicines.

### THE FUTURE

**BETA's** growth depends on the strength of the membership. There are still a great many areas to explore within the industry including the development of an Equine Nutritionist and Feed Adviser Register. **BETA's** expanding feed assurance schemes offer companies the ability to make carefully crafted claims for their products, approved by the VMD. We are also growing the number of networking events with a new conference being launched in October 2025 covering bits and saddlery.

**BETA is here to back the industry - your business, your profits and your growth are what BETA is working for.**  
**MAKE THE MOST OF YOUR INDUSTRY'S ORGANISATION**



# Retail Membership

*What will BETA membership do for you?*

**BETA** will help you **SAVE** money  
**BETA** will help you improve your business  
**BETA** will help you become more professional

*How will you save money?*

## **CREDIT CARDS**

**BETA** has negotiated discounted rates on transaction fees for members.

## **TRADE FAIRS**

Free entry to the **BETA** International for **BETA** members. **BETA** International is the only specialist equestrian trade fair in the UK and offers the retailer a home based shop window of international quality and exceptional product choice. We offer a hotel and travel subsidy scheme to members to encourage extended visits.

## **SPONSORSHIP VOUCHERS**

Retail members can apply for prize vouchers to sponsor local events to strengthen relationships with the local equestrian community. These vouchers must be spent with **BETA** retail members, thus encouraging them to shop with the sponsor of the prize.

## **NETWORKING**

**BETA** offers members the chance to participate in networking events and conferences to share experiences and learn from others in the industry.

## **INSURANCE**

Specialist insurance schemes for **BETA** members.

## **SERVICE PROVIDERS**

Negotiated preferential rates for a wide variety of business services from EPOS systems to Website design.

## **CODE OF CONDUCT**

Retailers must fulfill the criteria set out before being accepted as members. All retail members are required to conform to a Code of Conduct and an Arbitration service is available. Consumer legislation is also available.

## **RETAIL TRAINING**

**BETA** runs courses for retailers which cover all practical aspects of retailing such as safety equipment fitting, merchandising and display, retail livery, social media and marketing and more. **BETA** members benefit from special discounted rates as well as some courses offered free.

The **BETA** logo stands for a high standard of retailing which is recognised by the general public and by manufacturers and suppliers.

## **LOBBYING**

Behind the scenes **BETA** is more active than ever before in addressing policy & legislative matters on members' behalf. We have successfully influenced the final form of legislation & its implementation in areas as diverse as feed labelling and medicine.

## **ADVICE**

**BETA** provides members access to a business support help-line, offering answers to legal, taxation and employment questions.

## **PROMOTIONS**

**BETA** runs member promotion campaigns on social media with in-store merchandise support including Feed Fact Fortnight twice a year and a 3 month long Summer of Safety. Further promotions are planned to make the consumer aware of the **BETA** logo.

*What else has **BETA** achieved for the good of the industry?*

## **MARKET INSIGHT AND RESEARCH**

The National Equestrian Survey has been published by **BETA** since the mid 1990's and is viewed as the key source of data on the size, value and scale of the equestrian sector in the UK. With data on the number of horses and riders, what equestrian activity is undertaken and how much is spent, it is invaluable data to have when developing business. All members receive a free copy of the Overview survey and discounts on more detailed reports.

## **VAT SECOND HAND SCHEME FOR HORSES AND PONIES**

This scheme allows VAT registered owners to sell their horses at a price nearer to that of the unregistered owner. Being able to buy for less is a boost for the whole of the equestrian industry and must certainly be a major benefit to retailers.

## **GENERAL**

**BETA** does all it can to obtain growth in the industry by encouraging more people to ride. We have been in the forefront of developing the Take up the Reins campaign

We are also actively promoting the **BETA** logo to the riding public, raising awareness of the benefits of buying from **BETA** members at regional and national fairs.

## **BETA WEBSITE**

Members can link into the **BETA** website with their own member area. A searchable database is available for the riding public to find their nearest **BETA** retailer and riding holiday and trekking centre.

## **SAFETY**

**BETA** chairs the Committee that introduced the first ever Standard for Body Protectors. This Standard became the basis for the European Standard EN13158 launched in 2000 and revised in 2009. It continues to be the sought after Standard for body protectors. We support proposals to improve standards for all safety equipment within the industry. We regularly provide accurate information on riding discipline rules so retailers can ensure they are providing the correct guidance to customers in-store and on-line.

*Fill in the form today and become part of your industry's association.*