

The Benefits of



The **BETA** Symbol

# Retail Membership

For instant recognition by today's quality conscious buyers.

The BETA symbol 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.



Contact BETA on  
Tel: 01937 587062  
email: [info@beta-uk.org](mailto:info@beta-uk.org) web: [www.beta-uk.org](http://www.beta-uk.org)

BRITISH EQUESTRIAN TRADE ASSOCIATION

Freepost Freepost LS3 1S4  
Stockeld Park  
Wetherby  
LS22 4AW

AFFIX  
STAMP  
HERE

# 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 and wormers for example
- Promotion of BETA member companies
- 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 National Riding Festival and the VAT second hand scheme
- Retail training courses on subjects varying from marketing to safety
- Publications from BETA's trading arm EMC
- Negotiated group discounts for members on essential business services

# Retail Membership - It's 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 £65 (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
- Preferential insurance rates from South Essex Insurance Brokers - you can expect to receive a saving of at least 10% on your policy plus a check on your current cover **Average Savings of £250**
- Epos systems offering up to 10% average savings
- Discounts on business training courses **Worth £200**
- Discounts on technical courses **Worth £50**
- Discounted card processing rates from HSBC starting at 1.49% and lower
- Business advice support helpline
- Telephone affinity scheme - offering substantial discounts of your phone bills
- Discount on website design from Horselt.com  
**Worth up to £50**

Taking advantage of the new card processing rates or re-negotiating your premises insurance could re-coup your membership cost every year.



# 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



I am already a member and would like to find out more about the benefits.

I am not a member and would like to find out more about how to join.

Name (Mr, Mrs, Miss): .....

Company: .....

Address: .....

Postcode: ..... Tel: .....

Type of Business: .....

Email/Website: .....

Code PRLii

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The **BETA** Symbol

# Trade Membership

The BETA symbol is widely recognised by consumers and retailers as a sign of quality. Research has proven consumers are prepared to pay a bit extra for products they know are of a higher standard than other products on the market.

Use the BETA logo on:

- Product Information and Packaging
- Advertising
- Stationery and in your shops

**The BETA symbol is internationally recognised. Use it on advertising and consumer promotions.**

The BETA symbol shows that you are part of exciting initiatives, designed to maximise your business. Make sure you don't get left behind.



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# 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?

- Opening new markets - wormers and body protectors for example
- Promotion of British companies, sponsorship of overseas fairs
- BETA International Trade Fair - acknowledged as the world's best
- Independent, key market statistics and information about the equestrian sector
- Providing political representation to campaign on key issues e.g. worming legislation, hunting & feed
- Universally recognised safety standards for body protectors
- Developing the market through initiatives such as the National Riding Festival and consumer promotions
- Retail training courses
- Developing Codes of Practice to increase standards

# Trade **Membership**

Today's market is more competitive than ever before. Increasing costs mean that every penny counts.

## That's why your subscription to BETA is such value

Benefits of being a BETA member include:

- **FREE** use of the BETA symbol
- Reduced exhibitor rates at BETA International
- **FREE** advice service
- **FREE** summary of the BETA national equestrian survey and discounts off the full survey
- BETA lobbying on your behalf at a national level and European level
- Discounts on business training courses
- Participation at overseas trade fairs led by BETA.
- Export information and assistance
- Free listing in the membership directory
- Preferential insurance rates from SEIB
- Discounted card processing rates from HSBC on non-business cards
- Access to business support helpline

Just taking advantage of the reduced exhibition rates at the Trade Fair could re-coup your membership cost every year, making BETA membership even better value.



# 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?

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Name (Mr, Mrs, Miss): .....

Company: .....

Address: .....

Postcode: ..... Tel: .....

Type of Business: .....

Email/Website: .....

I am already a member of BETA but would like to find out more about the services available.

I am not a member and would like to find out more about how to join.

Code PRLii