

The *UK's*
Premier Trade
Event for the
equestrian and
country sectors

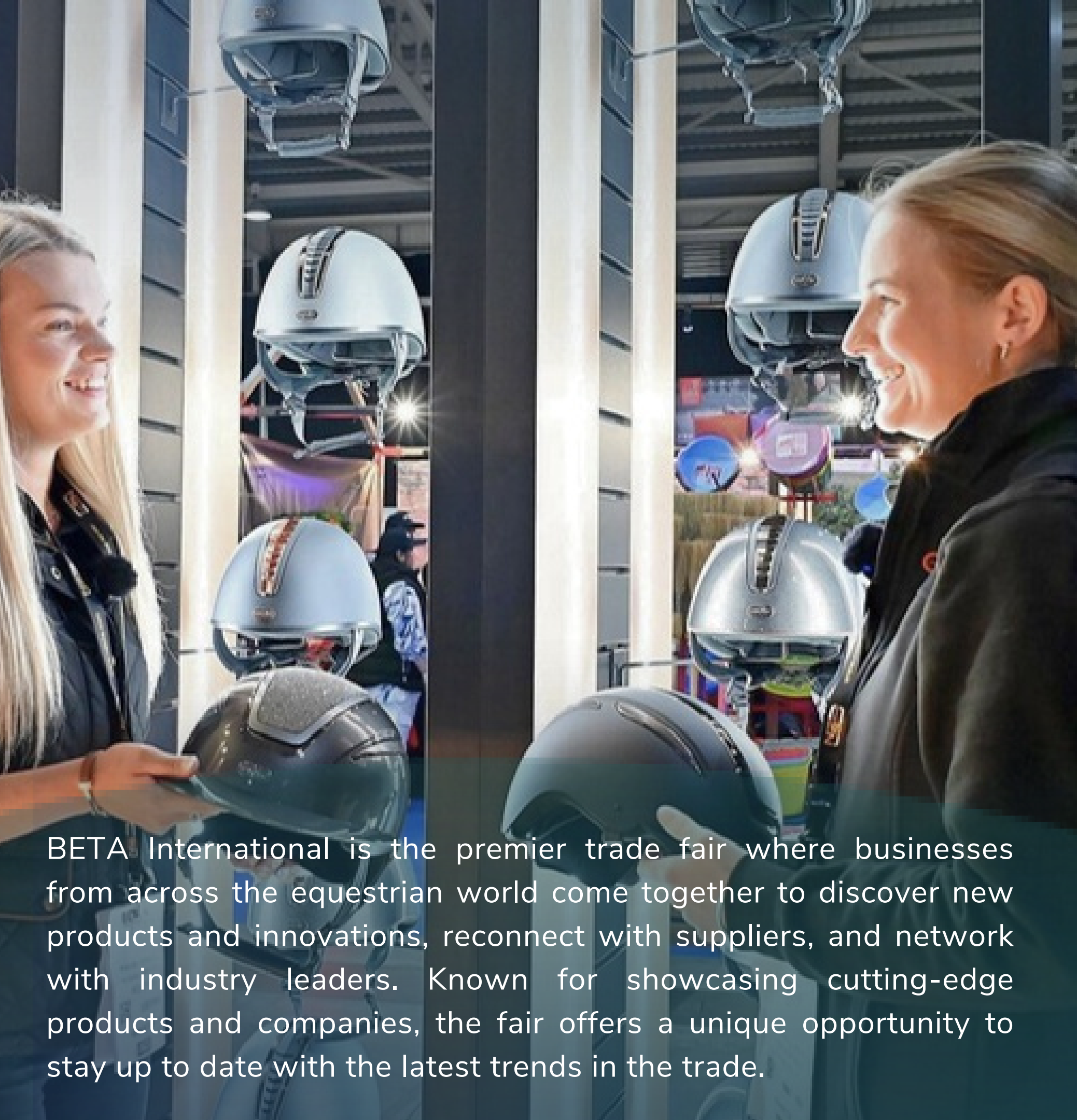
beta-int.com
#betainternational



BETA
INTERNATIONAL
27-28 SEPT 2026 • NEC BIRMINGHAM



NSD eue chule
Main sponsor



BETA International is the premier trade fair where businesses from across the equestrian world come together to discover new products and innovations, reconnect with suppliers, and network with industry leaders. Known for showcasing cutting-edge products and companies, the fair offers a unique opportunity to stay up to date with the latest trends in the trade.

3,000+ VISITORS

Retailers, B2B leading buyers, influencers, yard owners, riding school owners, press and media

- ⦿ An international audience with retailers & B2B buyers set to attend from across Europe & beyond
- ⦿ BETA International has an extensive marketing campaign and targets senior decision makers
- ⦿ A popular destination for saddlers, saddle fitters and SQP's looking to gain CPD points from the wide range of stage content over the weekend

200+ EXHIBITORS

Top industry names and new unique brands supplying you with the very best there is to offer in the equine world. From tack, horse and rider wear, to stable and yard equipment and nutrition.

GET INVOLVED.

SHOW THE WORLD WHAT YOU'RE MADE OF

.....>

There are plenty of opportunities for brands to exhibit and sponsor. Get in touch with the team today to find out what packages are available and bespoke to your objectives.

WHY EXHIBIT?

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- ☀ Generate meaningful face-to-face connections with buyers from across Europe
- ☀ Supercharge brand awareness
- ☀ Launch new products to a room full of senior decision makers with high purchasing power
- ☀ Increase distribution throughout Europe
- ☀ Position your business alongside the latest trends & innovations within the equestrian industry
- ☀ Meet new independent specialty retailers

COST OF EXHIBITING

NON BETA MEMBERS

	Standard Rates
New Starter Year 1 (max 6m2)	£195m2
New Starter Year 2 (max 6m2)	£256m2
Shell Scheme	£355m2
Space only 16m2	£341m2
Per Open Corner (free over 36sqm)	£203
Standard Marketing Charge	£495

BETA MEMBERS

	Standard Rates
New Starter Year 1 (max 6m2)	£195m2
New Starter Year 2 (max 6m2)	£256m2
Shell Scheme	£301m2
Space only 16m2	£283m2
Per Open Corner (free over 36sqm)	£203
Standard Marketing Charge	£495



GET INVOLVED

Official Vehicle Partner

£20,000

- Stand at the fair
- Listed as official Vehicle partner
- Listed as sponsor on website and onsite assets
- Listed as sponsor on website and onsite signage
- 1x newsletter inclusion
- 1x social media post

Exhibitor Drinks Sponsor

£5,000

- Taking place post show on Day 1
- A branded invite sent out to all exhibitors at the show
- Listed as sponsor on website and onsite signage
- 1x newsletter inclusion
- 1x social media post

Feed Hub Sponsor

£5,000

- Branded artwork at the Feed Hub
- Opportunity to give out samples and showcase products
- Listed as sponsor on website and onsite signage
- 1x newsletter inclusion
- 1x social media post

New Product Showcase

Price available on request

- Branded artwork on New Product Showcase area
- Listed as sponsor on website and onsite signage
- 1x newsletter inclusion
- 1x social media post

Official Insurance Partner

£10,000

- Listing as official Insurance Partner for BETA International
- Listed as sponsor on website and onsite signage
- 1x newsletter inclusion
- 1x social media post

Central Café

£6,000

- Branded artwork on central café
- Listed as sponsor on website and onsite signage
- 1x newsletter inclusion
- 1x social media post

Facilities Sponsor

£2,000

- Frames posters in hall facilities
- Listed as sponsor on website and onsite signage

Lecture Stage

£6,000

- Branded artwork on Lecture stage
- Listed as sponsor on website and onsite signage
- 1x newsletter inclusion
- 1x social media post

Other brand activation opportunities

Price available on request

- App Sponsorship **SOLD**
- Visitor bags
- Stand Awards
- Virtual Goodie Bag



BUSINESS PAVILION

← Showcase your business where it matters.

The Business Pavilion at BETA International is the ideal platform to present your services to equestrian and country retailers and brands.

Whether you offer marketing, technology, logistics, consultancy, finance, or any specialist solution, this is your chance to connect with decision-makers looking for trusted partners to help their business grow.

START-UP PAVILION

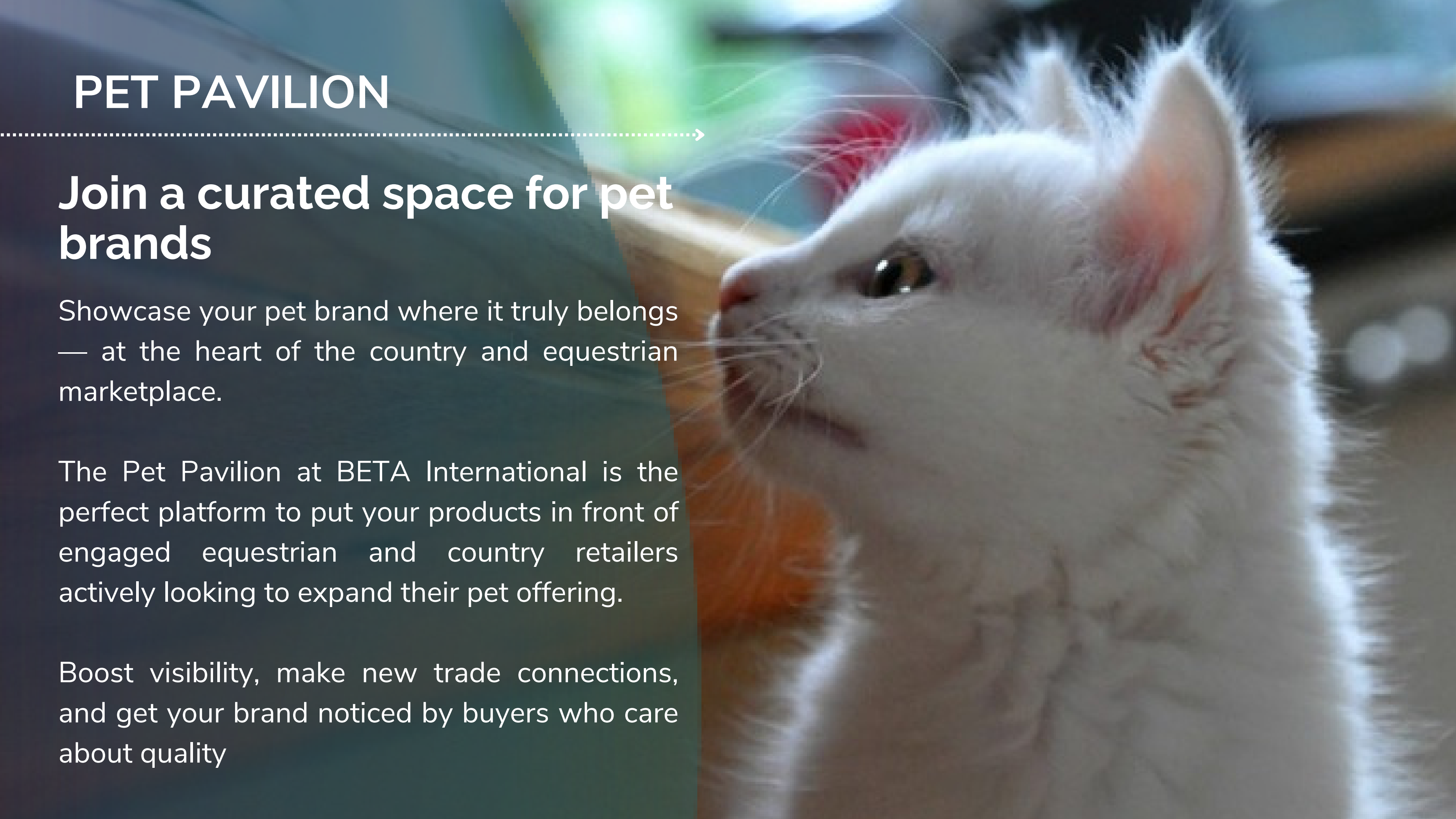
The background image shows a trade show booth for the 'Start-Up Pavilion' at BETA International. The booth features several dark wooden display cases and pedestals. One pedestal prominently displays a globe. In the background, a large screen shows a person riding a horse. People are seen walking through the booth, including a man in a black polo shirt and a woman with a blue bag. The overall atmosphere is professional and focused on equestrian and country retail products.

Join the space where early stage
brands break through

The Start-Up Pavilion at BETA International gives emerging brands the perfect springboard into the equestrian and country retail market.

Showcase your new product, build early traction, and connect directly with retailers seeking fresh ideas and innovative solutions.

PET PAVILION



Join a curated space for pet brands

Showcase your pet brand where it truly belongs — at the heart of the country and equestrian marketplace.

The Pet Pavilion at BETA International is the perfect platform to put your products in front of engaged equestrian and country retailers actively looking to expand their pet offering.

Boost visibility, make new trade connections, and get your brand noticed by buyers who care about quality

MEET THE TEAM



Liz Ormesher
Event Director



Kate Jamieson
Content Director



Sophie Honeywell
Marketing Manager



Lottie Faulkner
Content Producer

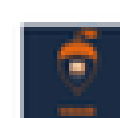
Contact Liz Ormesher for stand space options and sponsorship opportunities
liz.ormesher@raccoonmediagroup.com



EN Awards 2024
Best Consumer Show – Snowbound Expo



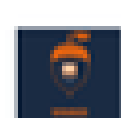
EN Awards 2024
Environmental, social, and governance



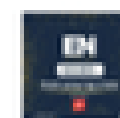
EN Indy Awards 2023
Most impressive growth – National Outdoor Expo



EN Indy Awards 2023
Legacy Award



EN Indy Awards 2023
Best Visitor Engagement – National Running Show



EN Awards 2023
Best Consumer Show



EN Awards 2023
Best Company Culture



EN Indy Awards 2022
Employer of the Year



EN Indy Awards 2022
Best Independent Consumer Show Launch



EN Awards 2022
Best Consumer Show



AEO Awards 2022
Marketing Campaign of the Year – Consumer Show



AEO Awards 2022
Best Consumer Show



AEO Awards 2021
Best Lockdown Initiative



EN Awards, 2020
Best Covid Lockdown Fundraising Initiative



AEO Awards 2021
Best Consumer Show Activation



AEO Awards 2020
Best Consumer Show



AEO Awards 2020
Innovation Award



AEO Awards, 2018
Best Consumer Show Launch



EN Indy Awards, 2018
Best Launch



EN Indy Awards, 2018
Best Show Director

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