

Marketing & Promotion

CONTACTS & OFFICIAL SUPPLIERS

Press & Publicity	Rhea Freeman BETA International	rhea@rheafreemanpr.co.uk
Catalogue Entry	BETA International	+44 (0)1937 582 111 tradefair@beta-int.com
ETN Advertising	Equestrian Trade News (ETN)	+44 (0)1428 601020 etn@djmurphy.co.uk
Website/Ezone	BETA International	+44 (0)203 292 0555 beta@waysandmeansevents.com
SmartScan App	Live Buzz Ltd	exhibitors@livebuzz.co.uk

BETA INTERNATIONAL 2024 - MARKETING & PROMOTION

This is your opportunity to make the most of your presence at BETA International 2024. We've put this Marketing & PR manual together to summarise and simplify your options to ensure all your customers know you will be exhibiting at BETA International.

There are a great range of opportunities available to help with this, most of which are free to all exhibitors. This marketing manual includes details of free PR, free catalogue entry, sponsorship and much more!

We are working with numerous media partners on our PR campaign, setting up feature articles, previews and promotions. It is, therefore, really important for us to know as much as possible about your company and products as early as possible, to increase the strength of our campaign.

Supply us with details of any new product launches, events or competitions, key products that you'll be exhibiting, in fact any stories which you feel are newsworthy. Simply contact Rhea Freeman via email rhea@rheafreemanpr.co.uk

We wish you a very successful show and look forward to helping you achieve that goal.

<p>MEDIA CENTRE - PRESS & PR</p>	<p>The BETA International media centre is here to help make BETA International 2024 a success for all exhibitors. It provides a comprehensive and free of charge service to every exhibitor. During the pre-show months, news stories and updates are released regularly, promoting BETA International and its exhibitors to the equestrian trade media. At the show, BETA International's press consultant will be available over the two open days and during the afternoon of set up day to assist visiting journalists who want to discover factual details about exhibitors' products and services, or see the latest entries in the BETA International New Products Showcase and discover the latest news from the trade. The more information you supply us with the better we can serve you; to ensure that customers and visiting media know you are exhibiting and make their way to your stand.</p> <p>We look forward to receiving your news and updates - Simply contact Rhea Freeman via email rhea@rheafreemanpr.co.uk</p>
<p>NEWS STORIES</p>	<p>If you have an exciting announcement to make, are celebrating a special occasion, exhibiting a product or service that is ground breaking in any way or if you will be hosting a celebrity on your stand, please do let us know. If your news is going to have an impact on the equestrian trade you may well have the makings of a great media story - and we're here to help you with that publicity. Please email editor@equestrianradenews.com by 15th August 2024 with your information and photographs. This will allow enough time for your story to be included in the September media previews. Please also email Rhea Freeman via email rhea@rheafreemanpr.co.uk to be included on the BETA International website and social media.</p> <p>You can also upload any press releases to your exhibitor profile via the BETA International Ezone, www.beta-int.com/ezone-login.</p> <p>We ask all our exhibitors to please help us plan ahead to promote BETA International and yourselves as effectively as possible.</p>
<p>EQUESTRIAN TRADE NEWS</p>	<p>Equestrian Trade News (ETN) is the official media partner of BETA International.</p> <p>Equestrian Trade News (ETN) provides suppliers and manufacturers of equestrian, country clothing, outdoor and pet products with the ideal opportunity to advertise to the trade in an effective way.</p> <p>ETN is posted free of charge to UK equestrian retailers and is also available via subscription. The magazine is read in 47 countries.</p> <p>Advertising in ETN ensures that your products and services are seen by key retail buyers and major distributors in the UK and internationally. The September issue of ETN is the biggest of the year with a circulation of 6,000 + 3,300 digital copies.</p> <p>The September issue is available from the ETN stand to all BETA International visitors free of charge. It is also placed in all ETN media packs sent out to new companies until BETA International 2025.</p> <p>ETN features news and updates about BETA International from its June issue through to September 2024. The September issue now incorporates the BETA International catalogue as well as a bumper preview of the exhibition with a stand-by-stand guide to all exhibitors, floorplan and essential visitor information.</p> <p>If you would like to benefit from advertising in ETN please contact etn@djmurphy.co.uk</p> <p>ETN also sends a weekly e-newsletter to approximately 11,250 readers enabling them to get breaking news from our industry as it happens.</p> <p>Business mailing: These one-off mailings to selected market sectors incorporate printing, fulfilment and distribution to target audiences.</p> <p>Print factoring: We can print promotional material for point-of-sale, brochures, leaflets, fliers and much more at really competitive prices.</p> <p>If you would like a quote or information on any of the above please visit www.equestrianradenews.com or email: etn@djmurphy.co.uk to find out more.</p>

<p>PRESS RELEASES</p>	<p>Uploading your press releases onto the BETA International website means they are available for all editors to download. Members of the media will be invited to make use of this Press section on the BETA International website to find out about the show, its exhibitors, their news and any special events taking place during BETA International 2024. Simply access your company profile via the BETA International website Exhibitor E-Zone and upload your press releases. These will then appear instantly on the BETA International website. If you have any issues contact beta@waysandmeanevents.com.</p> <p>Your press release should:</p> <ul style="list-style-type: none"> - Mention your location and stand number. - Contain information about the product/s and/or service/s you are exhibiting - Releases should begin with a factual headline indicating what the release is about. - The introductory paragraph should summarise the main points of your story and the release should include the features/benefits of your products or services as well as prices, sizes, materials, colours, weights etc where relevant. - Include clear contact details (telephone direct line and email) for named individual/s who are knowledgeable about your products and services and who have your company's authority to speak with the media. - Contain good quality, digital images or telephone/email contact details of someone who you can rely on to supply such images quickly if requested to do so.
<p>WEBSITE OPPORTUNITIES</p>	<p>Upload or update your company profile on the BETA International Website</p> <p>This is an extremely important step, because your company profile will be duplicated in the BETA International show catalogue. Upload or update your profile (maximum of 30 words) through the Exhibitor Ezone using your unique password. If you have any problems or queries, just contact Sophie Wood at beta@waysandmeanevents.com.</p> <p>The deadline for the catalogue is 1st August for your profile to be updated.</p> <p>Add a BETA International “button” onto your own company website</p> <p>We encourage you to add the BETA International logo to your website. This will provide a simple and quick link with the BETA International 2024 website and registration page. The more exhibitors who use this, the increased awareness and registrations potential for BETA International 2024 ... so please help us to help you and include it somewhere prominent on your website. You can upload this logo by accessing your LiveBuzz login via the BETA International Exhibitor Ezone - do let us know if you need any help.</p>
<p>EXHIBITOR E-INVITES</p>	<p>Invite your visitors and prospects to visit your stand at BETA International and track your registered guests. A great way to drive traffic to your stand and allow you to be more informed about who will be attending the show. Simply click your LiveBuzz login link via the Ezone on the BETA International website.</p> <p>For more information or if you have any queries, please email exhibitors@livebuzz.co.uk</p>
<p>BETA INTERNATIONAL SHOW LEAFLETS</p>	<p>BETA International show leaflets offer an additional, personal opportunity for you to invite your customers to the show and best of all, they are completely free of charge. Simply complete the form in the E Zone, advising us whether you want a print version (including the quantity) or an emailable pdf, and we will organise this for you. Any queries, or for more information, please contact tradefair@beta-int.com</p>
<p>SCHEDULE OF EVENTS AND SHOW FEATURES</p>	
<p>BEST STAND AWARDS</p>	<p>All stands are automatically entered. Prizes will be awarded to the winners in both the 32m² and over and the under 32m² stand categories. Criteria for judging will include best use of space, design and graphics, promotional material, tidiness and display.</p> <p>Judging will be independent.</p>

<p>NEW PRODUCT SHOWCASE sponsored by HORSE & RIDER MAGAZINE</p>	<p>If you have a new product, then why not enter it into the New Product Showcase sponsored by Horse & Rider</p> <p>The New Product Showcase is located in Hall 2.</p> <p>To confirm the inclusion of your product, please submit the New Product Showcase Form.</p> <p>Space is limited so early entry is advisable.</p> <p>Every exhibitor can enter one product, free of charge, with additional entries costing £150 plus VAT each. These may be entered into any of the categories, but no single product may be entered into more than one category.</p> <p>To be eligible, products must not have been available on the UK or International market at or prior to BETA International 2023 (10-11th September 2023).</p> <p>To enter a product simply complete the online New Products form.</p> <p>All products must be brought directly to the New Product Showcase stand at the show, between 0900 and 1300 on Saturday 21st September. Any product not delivered during this time cannot be guaranteed to be included in the judging process. Any product not entered prior to the deadline date of 12th September 2024 will not be displayed on the New Product Showcase, although every effort will be made to accommodate all entries. If there are any issues with delivering during these times please contact Sophie Wood at beta@waysandmeanevents.com.</p> <p>These awards will be judged by a panel of retailers at BETA International 2024.</p> <p>Winners will be notified during the first day of the show, on Sunday 22nd September 2024.</p> <p>The eight categories are:-</p> <ol style="list-style-type: none"> 1. Clothing & Footwear 2. Feed & Supplements & Forage 3. Horsewear, Horsecare & Equipment 4. Saddlery & Tack 5. Bedding & Yard Equipment 6. Safety 7. General & Gift <p>Please note: Product entries will be clearly marked with your hall and stand number so that visitors who want to find out more about your entries can find your stand quickly and easily.</p> <p>For full terms and conditions, please refer to the New Product Showcase entry form.</p>
<p>SEMINAR THEATRE SPONSORED BY EVOKE</p>	<p>The Seminar Theatre is located in hall 2. Seminars are free to visitors and a full programme will run throughout the three open days of the show.</p> <p>The seminar timetable and further information can be found on the BETA International website - www.beta-int.co.uk</p>
<p>ON-SITE OFFERS & DISCOUNTS</p>	<p>Our Show Offers page on the BETA International website features exclusive show-only discounts, vouchers and incentives redeemable only by visiting BETA International 2024.</p> <p>These also give you another opportunity to publicise special deals or exciting new products, as well as encouraging visitors to actively seek out your stand and place orders. The Show Offers website page will list all exhibitors offering special show promotions. By clicking on a particular exhibitor or promotion, visitors can print a PDF voucher to take along to BETA International.</p> <p>Every exhibitor is offered the opportunity to promote their show-only deals - simply complete and submit the online form accessed via the BETA International Ezone.</p>
<p>SHOW CATALOGUE</p>	<p>Your free 30 word catalogue entry will automatically be taken from your BETA International website online entry, so there is no need to complete a separate catalogue form for this. If you have any queries on your entry please contact us.</p>

The official catalogue is included within the September issue of Equestrian Trade News (ETN) plus 3,500 digital copies. Further copies will be given to visitors at BETA International.

For details of how to enhance your listing or advertise alongside your free catalogue entry, please contact etn@djmurphy.co.uk

BETA 2024 MARKETING & PROMOTION FORM CHECKLIST

Form Description	Form Location	Deadline Date	Actioned
COMPLETE ON-LINE PROFILE/CATALOG UE ENTRY	BETA International website - Ezone	26th July 2024	
Show Offers Form	BETA International Website - Ezone	12 th September 2024	
New Product Entry Form	BETA International Website - Ezone	12th September 2024	