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## **Special price scheme for PetQuip exhibitors at BETA International**

Member companies of PetQuip can benefit from a special association price scheme when exhibiting at BETA International 2011 following an arrangement between the show organisers and the association. BETA is being held at the NEC, Birmingham from 20-22 February 2011.

In addition to the substantial stand cost saving, PetQuip members applying for space through the association will benefit from free entry in the show catalogue, a listing and link on the new BETA International website and also a presence on the BETA International advertisement. PetQuip will also be allocated an information stand at the show.

The director general of PetQuip, Amanda Sizer Barrett welcomes this latest initiative and said: "There is a tremendous synergy between the equestrian and pet care sectors and while BETA International has always recognised this is the case, we are delighted it is now looking to expand the representation of the pet care industry at the show. The new PetQuip trade association price scheme offers considerable savings to those of our members wishing to add BETA International to their marketing plans and is a welcome addition to the wide range of benefits afforded by membership of the association".

The arrangement will also benefit BETA International which will have a logo and weblink on the PetQuip website plus reference in regular mailshots issued to in excess of 500 suppliers in the UK. This includes issues of the association's printed newsletter and all e-News bulletins which are sent out about eight times a year. BETA will also be mentioned in relative PetQuip press releases. Invitations to the show will also be sent out in January 2011 to the full PetQuip retailer mailing list together with wholesalers of pet supplies in the UK and distributors, wholesalers and retailers in selected markets overseas.

### **For further press information contact:**

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