



BRITISH EQUESTRIAN TRADE ASSOCIATION

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Judging criteria for the Best Stand Award at the Horses Inside Out Conference 2026

*****Award to be presented during the Gala Dinner*****

All stands will automatically be entered.

The judges will assess:

Overall stand presentation

- Does the stand have sufficient impact to encourage visitors to stop, look and browse?
- Does the stand clearly indicate whose it is and that business's/organisation's message?
- Is the stand tidy and pleasing to the eye?
- Does the stand show relevant and technically sound information?
- Does the stand add value and interest for visitors to the event?
- Is the stand appropriate to the event and its immediate environment?

On-stand personnel

- Are they clearly identifiable?
- Are they smart and appropriately turned-out?
- Are there sufficient staff on the stand?
- Are staff approachable and knowledgeable about products/information being displayed?
- Did you enjoy meeting the staff on this stand?
- Was follow-up information/literature about the stand's products/services offered?

The BETA logo

The judges should note that the BETA (British Equestrian Trade Association) logo displayed on a stand is a sign that this is a professionally run business of benefit to the industry with an understanding of best practice guidelines set by BETA for members.

The judges are not employed by BETA and their decision is final.