

Booth Award Winners at AETA: Dubarry and Bates/Wintec Saddles

Dubarry of Ireland and Bates/Wintec Saddles received an extra special surprise at the American Equestrian Trade Association trade show.

The Irish-owned clothing and footwear company Dubarry of Ireland was awarded the Small Booth Award for its showmanship and display of products. The booth, which feels more like stepping into a home than a trade show booth, displays Dubarry's footwear and clothing in an inviting, comfortable manner.

"We really have developed this booth over 16 or 17 years of going out on the road. We probably do worldwide in excess of 50 events per year, so we've had a lot of time to practice and make mistakes and hone ourselves a bit. We've refined the booth over the last couple of years in particular," said Danny Hulse, General Manager. "It's very warm, it's intimate. It's designed to have some intimate lighting and really showcase the product."

Danny enjoyed the time spent with his customers during the AETA Trade show, held at the Greater Philadelphia Expo Center in Oaks, Pa.



"AETA is the largest English equestrian trade show in the U.S. and since we have a significant presence in the top end of the equestrian market U.S., it really leaves us with one place to go to properly put ourselves in front of our customers," Danny explained. "We do see them on the road but it's a good time to do a bit of housekeeping and chat with them about how business is going – things you don't always have time to talk about otherwise."

Ellen Bates was similarly delighted to learn the Bates and Wintec Saddles had earned the AETA Large Booth Award, especially after a recent status change with the company's distributor.

"As this is the time that we were announcing that transition to our customers, it was just perfect timing for us to be able to have a really great presence and have our full range on display," said Ellen. "It was crucial for us to be able to have conversations for existing and new potential stockists about what we've got planned for the new venture going forwards and some great new models that we're adding to the range."



"We've been selling in the American market for many years with Weatherbeeta as our distribution partner and we're really proud of the results we achieved together," she continued. "However, we recognize that the saddle category – particularly with our brands because they feature some really innovative performance features – that knowledge and information and support for our retail partners is just key, so we're really excited to sell directly to our retail partners from our new business, Saddlery Brands International, from the first of May. It's been a fantastic show for us – lots of great conversations."