This will be the seventh BTME and the best yet - they're already calling it the "Magnificent Seventh". Here are just some of the key reasons why you should be there:

- 150 exhibitors will be at the Harrogate International Centre to present the most comprehensive range of products and services to everyone with an interest in golf and fine turf maintenance. Many will be using the exhibition as a platform to launch new products. Look out for the latest from manufacturers such as Ransomes, Toro, Jacobsen, John Deere, Hayters, Kubota, Massey Ferguson, New Holland Ford and Sisis.

- Major bodies within golf will also be represented, including the British Institute of Golf Course Architects, the British Association of Golf Course Constructors, the Association of Golf Club Secretaries, the National Turfgrass Council, the Sports Turf Research Institute, the Greenkeepers Training Committee and the Golf Course Superintendents Association of America.

- The education element, which starts on Monday January 23 with the BIGGA National Education Conference, followed by the Educational Seminar Programme, features world-class speakers. Topics for discussion include ecology, irrigation, international turfgrass trends, budgeting and health and safety updates.

- The pleasant Yorkshire town of Harrogate is easily accessible by road, rail, sea and air. The exhibition centre is one of the best appointed in the country. All events are within easy walking distance.

- Members are reminded that the Association's AGM will take place on Wednesday January 25 at 5.45pm in the Majestic Hotel, Harrogate. Admission is on production of a current BIGGA membership card. You are also asked to wear your BTME badges so your barcode can be 'scanned' in with a light pen. This will cut down the usual queues as members line up to sign a visitors' book. Copies of the audited accounts for the year ended September 30 1994 are now available from section secretaries.

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