

Building BTME

1992 will see the BIGGA Turf Management Exhibition entering its fourth year. With an established date in the industry's calendar, the Exhibition is looked forward to by exhibitors, delegates and attendees alike.

From the outset, BIGGA saw the need for full consultation and co-operation with the industry if the Exhibition was to be properly planned and successfully mounted. For the 1991 Exhibition, three Steering Committee meetings were held and a further meeting during the Exhibition assessed relevant feedback. All four meetings were well attended and proved an excellent example of BIGGA and companies within the industry working together to mutual benefit. A similar consultation process is in place for the forthcoming event.

BIGGA has much appreciated the support and enthusiasm displayed by company representatives at these meetings and a wide cross-section of the industry is currently represented on the Committee. Exhibitors may wish to note that the Committee includes representatives of Ransomes, Iseki UK Ltd., Rolawn, Kubota (UK) Ltd., Supaturf, Lely (UK) Ltd., Toro Irrigation Ltd., ICI Professional Products and Farmura. All members of the Steering Committee will be pleased to receive views or representations from Exhibiting Companies at any time.

Technical support/consultation is a vital area and a close working relationship has been established with both the Resort Services Department in Harrogate and the official Exhibition Contractor, Joe Manby Ltd., who are a company of national repute with the great benefit of being locally based in Harrogate. The technical support and expertise

available has proved invaluable in ensuring a high standard of presentation within the Exhibition Halls. Any last minute problems experienced by Exhibitors can be attended to without delay by utilising 'in-house' resources. The Exhibitors Kit agreed by BIGGA in conjunction with Joe Manby Ltd and approved by the Steering Committee is geared to ensuring a minimum of 'red tape' for Exhibitors with advice and guidance easily accessible for those companies with queries to be resolved.

The policy from the outset of the Exhibition in 1989 has been to encourage a large European presence. In the future, the Steering Committee will be examining ways of achieving a greater European awareness and will be looking to establish links with European Greenkeeping Associations as well as seeking out local authority contacts. BIGGA now has a growing European membership and means will be sought to enable BIGGA members in Europe to promote their own Exhibition.

Internationally, the promotion of the Harrogate Exhibition is being taken on board particularly through an official BIGGA presence and stand at the Golf Course Superintendents Association of America Conference and Exhibition. All in all, the Steering Committee believes that the Exhibition has much scope for further development and looks forward with anticipation to the 1992 event.

● It's not too late to book your stand space for the 1992 event - but you'll have to hurry. Contact Debbie Savage, BIGGA's Exhibition Officer, on 03473 581/2 or fax 03473-8864.



The 1992 BTME will be an event to remember for Minchinhampton Course Manager Laurence Pithie. As Britain's first Master Greenkeeper, Laurence, pictured above, will receive his certificate from BIGGA President, Viscount Whitelaw

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