

Neil Thomas reports on how the event planning for BTME2002 is going, and urges prospective exhibitors to book their stand space fast!



Action stations!

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JAN02

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BTME2002: Planning to be even BIGGA and better!

BTME each year evolves through a twelve month cycle. No sooner have we returned to BIGGA HOUSE from Harrogate than the planning process for the next BTME is well and truly underway. There is a comprehensive review of what has been and changes as necessary are put in place for the following year. The freshness and appeal of the week in Harrogate are essential ingredients to its success and there is never any sense of complacency as we reflect on one event and plan for the next. There are many considerations to be undertaken in the planning process and decisions to be made.

Through the pages of 'Greenkeeper International' we plan to keep readers informed with key announcements in the months ahead. We hope that this will ensure a great sense of anticipation for BTME 2002 which no doubt will come around again in quick time.

Record bookings

As I write in mid May, 127 stands have confirmed bookings while 40 other exhibitors are currently seeking relocation. Such is the level of booking and enquiry that the remaining portion of Hall B which was not utilised for BTME 2001 will now be used to accommodate new exhibitors and those who require more space.

The GCSAA Conference and Show in Dallas last February proved to be a fruitful source of enquiry in relation to the BTME and will surely enhance the ever-growing international presence in Harrogate.

The decision to allow breakdown from 5.00pm on the Thursday has been widely welcomed particularly amongst smaller exhibitors who have subsequently confirmed their stand bookings.

So, for companies who are seriously contemplating exhibiting at BTME 2002, there is no time to waste. Meredith is your contact at BIGGA HOUSE - speak to her soon!

Automatic pre-registration

One significant development at BTME 2001 was the advent of far longer queues than previously on the Wednesday and Thursday mornings. Luckily the sun shone and to an extent this alleviated the obvious frustration experienced by those stranded outside. As I have said there is no sense of complacency on our part and this problem will be tackled for next January's show. Visitor badges will be sent automatically to all those who registered for the 2001 show while pre-registration will be streamlined through direct on-line and telephone bookings. Life is so much easier for those arriving with a badge! It would be foolish to



claim that queues will be a thing of the past as growth of the show is a primary aim year on year.

We will do our best to cater for that growth and this will include speedier access through the on site registration process where we will attempt to anticipate the growth factor to the best of our ability.



Education, training and entertainment

We are well advanced in preparation of the conference, seminar and workshop programmes (see page 10) whilst decisions will soon be made on a keynote speaker and the entertainment programme for the BTME banquet.

We will be aiming to produce packages to suit all tastes and pockets and the focus will very much be on making BTME 2002 once again the premier event in the greenkeeping calendar and one which greenkeepers and companies alike cannot afford to miss.

Confirmed Exhibitors

Details correct as of 23.05.01

Advanta Seeds UK Ltd	Links Leisure Ltd
AF Trenchers Ltd	Lloyds & Co Letchworth Ltd
Aitkens Sportsturf Ltd	Logic Irrigation
Allen Power Equipment Ltd	Long Equipment Ltd
Allett Mowers	MJ Abbott
Amenity Land Services Ltd	Major Equipment Ltd
Amenity Technology	Merrist Wood College
Angus Horticulture	Mitchell Hire Ltd
Arden Lea Irrigation Ltd	New Holland
Aventis Environmental Science	Nickerson UK Ltd
Avoncrop Amenity Products Ltd	North Staffs Irrigation Ltd
Barenbrug UK Ltd	Ocmis Irrigation UK Ltd
Bathgate Silica Sand	Oliver Seeds Ltd
BCA	Pentagon Amenity Marketing Ltd
Bernhard & Company Ltd	Prestige Sports Surfaces Ltd
Better Methods Europe Ltd	PSD Agronomy Ltd
Bickers plc	Rain Bird Europe S.A.R.L.
BLEC Landscaping Equipment Co Ltd	Reasheath College
Boughton Loam Ltd	Richard Campey Ltd
Boyd Golf Course Accessories	Rigby Taylor Ltd
British Seed Houses	Risboro Turf
Cannington College	Rolawn (Turfgrowers) Ltd
Capari Pumps (UK) Ltd	Rousseau Equipment Ltd
Charterhouse Turf Machinery	Rufford Soil Technology
Charterhouse Turf Machinery	Same Deutz-Fahr UK Ltd
Course Care	Saxon Industries
Dennis	Scotts UK
Distinct Manufacturing	Sheppy Fertilisers Ltd
DLF Perryfields	Shirley Aldred & Co Ltd
DW Tomlin	Simon Tullett Machinery
Eagle Promotions	Sisis Equipment (Macclesfield) Ltd
Elmwood College	Spaldings UK Ltd
Etesia (UK) Ltd	Speedcut Contractors
European Turf Technology Ltd	Sumi Agro (UK) Ltd
Evenproducts Ltd	Supaturf Products Ltd
Farm & Garden Machinery	Swan Golf Designs Ltd
Farmura Ltd	Swan Plant Services Ltd
GPS Services Ltd	Symbio
Gambetti Barre UK Ltd	Tacit
Garfitts International Ltd	Talbot Farm Landscapes Ltd
Gem Professional	TEG Environmental
Geosynthetic Technology Ltd	Textron Golf Turf and Specialty Products
Golf Car UK Ltd	The Association of Golf Club Secretaries
Greenkeepers Training Committee	The Golf Sign Company
Greenlink International	TIL Irrigatoin Ltd
Groundsman Industries	Tieldnet Ltd
Hallmarket Ltd	Tonick Watering Ltd
Hardi	Toro Commercial Products
Hayter UK Ltd	Totrax Ltd
Headland Amenity	Trelleborg Wheel Systems
Hunter Grinders Ltd	True-Surface Rollers
IOG	TT Proturf Ltd
Irrigation Control Ltd	Turf Seed UK Ltd
John Deere	Turfgrass Services International Ltd
John Greasley Ltd	Turfmech Machinery Ltd
John Hinton Associates	Tyre-line Original Equipment Ltd
Kawasaki Motors (UK) Ltd	Verde Sports Ltd
Ken White Signs	Vitax Ltd
Kestrel Golf	Waste 2 Water
Kubota (UK) Ltd	White Horse Contractors Ltd
Lastec UK Ltd	Whitemoss Amenities Ltd
Lewis Equipment Ltd	Wiedenman UK Ltd
Lindum Seeded Turf Ltd	Yamaha
	York & Martin



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