



What to Expect...

Harrogate week is next month and BTME & ClubHouse look set to be bigger and better in 2004 than ever before. What can visitors expect?

BTME & ClubHouse expands year on year to reflect the immense diversity of machinery, products and services required by the professional greenkeeper and golf course secretary to stay ahead of the game. As the exhibition grows in stature so does the audience. Visitors from local authorities, parks and gardens, football, rugby, and cricket clubs wander through the exhibition halls alongside the groundsmen from castles, theme parks and racecourses.

This year's exhibition will be the biggest yet. It will occupy 9000 square metres of floor space at Harrogate International Centre with around 250 exhibitors spread across the full range of interests. BTME has steadily grown and become established as the largest indoor turf exhibition in Europe and with the addition of ClubHouse a "one stop shop" has been created for sports clubs from turf management to locker rooms.

The second exhibition in 1990 attracted 4062 visitors, more than doubling the 1989 attendance. Out of the 80 companies who exhibited in 1990 many have continued to show their support and are still exhibiting in 2004 These include:

AFT Trenchers, Better Methods, British Seed Houses, Cooper Clarke, Farmura, Hayter, Hunter Grinders, Inturf, John Deere, Kubota, Lely/Toro, Lindum Seeded Turf, New Holland, Ransomes, Scotts (ICI), STRI, Supaturf, Tacit, Trelleborg and Vitax.

BTME & ClubHouse grows and develops each year. New companies are coming on-board all the time to join established exhibitors.



New exhibitors for 2004 include;

BTME

Air-Seal Products, Border Signs, Cannons Turf, Countax, CSC Amenity Products, Golf Finance, The Green Approach, Irrigation Supplies, Proturf, Rogers Sprayers, SGM Hire, Terra-Vac.

CLUBHOUSE

Lindsey Teak, Locker Solution, Logocloth, Prism Graphic Resources, Range Servant, Zero Gravity Products.

Another new feature for BTME & ClubHouse 2004 is the introduction of an 18 hole competition. Each visitor will receive a score card at all the main entrances and the challenge is to complete the score card by visiting the participating stands which represent each hole and have the card stamped. Having completed every hole, the visitor should go to the BIGGA stand in Hall Q where the card can be posted thus ensuring entry into the draw for a luxury holiday.

Located in Hall B will be an Internet Cafe, supported by pitchcare.com. An ideal location to relax and have a coffee while waiting to check e-mails and contact the office.

This year's Education Conference, "Continue to Learn", is presented by BIGGA in association with The Greenkeepers Training Committee and supported by The John Deere Team Championship. The National Education Conference theme, "Golf - Sport and Business", recognises that the playing of golf and the business of golf are inseparable. The keynote speaker, Alvin Law, will be presenting "No Such Word as Can't" - supported by Ransomes Jacobsen.

BIGGA is committed to the continual growth of BTME & ClubHouse, enhancing the whole experience for visitors and exhibitors alike. Part of that commitment is to draw many new visitors to both exhibitions and exceed the 10359 visitors in 2003.

BTME & ClubHouse promises to be the Greatest Show on Turf.

HIGHLIGHTS OF THE WEEK

The National Education Conference supported by The John Deere Team Championship.

Monday 19 and Tuesday 20 January, Hall D, Harrogate International Centre.

Workshop Programme

Supported by The John Deere Team Championship
Monday 19 January, The Moat House Hotel.

Education Dinner

Monday 19 January, The Majestic Hotel.

Keynote Speaker

Supported by Ransomes Jacobsen.
Wednesday 21 January, Hall D, BTME & ClubHouse.

Seminar Programme

Wednesday 21 and Thursday 22 January, Hall D, BTME & ClubHouse.

Careers Fair

Supported by Toro.
Tuesday 20, Wednesday 21 and Thursday 22 January, Hall Q, BTME & ClubHouse.

Internet Cafe

Supported by pitchcare.com
Tuesday 20, Wednesday 21 and Thursday 22 January, Hall B, BTME & ClubHouse.

The Exhibition Banquet

Thursday 22 January, The Majestic Hotel.

ALVIN LAW, Keynote Speaker

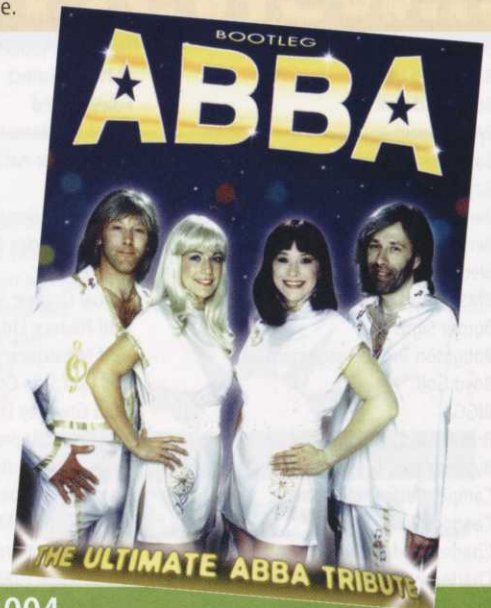


Following the presentations of the BIGGA Awards on Wednesday 21 January in Hall D, Alvin Law will present his inspirational and motivational speech entitled "No Such Word as Can't"

Alvin is a prime example of what is possible when you believe in the power of Positive Mental Attitude. One of the most highly sought after inspirational speakers in Canada, Alvin challenges and

motivates people to recognise, celebrate and overcome their own individual obstacles whether real or perceived.

The Keynote Session is supported by Ransomes Jacobsen and entry to this Seminar Session is free of charge to all visitors to BTME & ClubHouse.



NEW FOR 2004

*BTME & ClubHouse Seminar - Tuesday 20 January 2004
Hall D, Harrogate International Centre*

GOLF CLUB DESIGN, DEVELOPMENT AND REDEVELOPMENT

Programme:

- 1.30pm** Financial Potential of Existing and Proposed Golf Facilities
Sarah Payne, FPD Savilles Leisure
- 1.55pm** Clubhouse Food and Beverage Operations
TBD, De Vere Belfry
- 2.15pm** Refurbishing Locker Rooms and Changing Facilities
John Gibbs, Quality Lockers
- 2.40pm** Extending an Existing Clubhouse
TBD, Woburn Abbey Golf Club
- 3.05pm** New Projects and Redevelopment – Where to Start
Charles Mador, Charles Mador Architects and Howard Swan, Swan Golf Design Ltd
- 3.30pm** Questions to the Panel
- 4.00pm** Visit BTME & ClubHouse Exhibition