

# BTME 2013

## The BIGGA Turf Management

incorporating:



**BIGGA Seminars  
& Workshops**

**20-23  
January 2013**



## BTME...why you must attend

### **Are you still deciding whether to attend the BIGGA Turf Management Exhibition (BTME) in January?**

Can you afford to miss Europe's leading showcase for turf and grounds care professionals and buyers, offering an unmissable opportunity to browse, buy and seek crucial advice from many of the top manufacturers and service providers across the world?

Attendees from previous years return speaking in tongues about the main benefits of the BTME – namely education and networking.

Don't miss out on the incredible networking opportunities BTME offers. You will meet literally thousands of contemporaries, experts, dealers and suppliers during the week.

For 2013, several exhibitors have taken the decision to increase their stand space. Bayer have followed this encouraging route as they plan launch a new product at the show.

Claire Matthewman, Product Manager at Bayer, said: "We are looking to maximise publicity for the new product and believe that BTME is the best platform to kick-start our launch campaign.

"We're also hoping to demonstrate a new iPad App which is designed to help greenkeepers and groundsmen to identify turf weeds, diseases and insects so we're really looking forward to it."

Amazone have extended their stand space for BTME 2013, and Groundcare Sales Manager Joe Weston said: "It's our annual shop window to advertise our products

to golf clubs and the turf market as a whole, we simply couldn't afford to miss it."

Farmura Managing Director Jonathan Harmer struck up a new business relationship at BTME 2006, and says: "If you're in the golf business you have to be there, it's as simple as that." He urges you to attend the event in 'The Back Nine' article on page 68.

We're also pleased to welcome some brand new exhibitors to BTME 2013 including John Nicholson Associates, George Interiors, Greentek (associated with True Surface), Sustain Natural Fertilizer and Spectrum Technologies (associated with Enviro Monitors), Ceres Turf, British Sugar Topsoil, Creative Golf Designs, Nomix Enviro and Art 4 Golf.

