



## Press Release

29<sup>th</sup> November 2010

### **CTN World's move back to West Midlands proves a huge success**

Moving CTN World 2010, the annual trade exhibition for independent news and convenience retailers, to the West Midlands has proved to be a resounding success with thousands of visitors attending the two day exhibition at Coventry's Ricoh Arena.

While many were local to the region, retailers had travelled from as far as Glasgow and Edinburgh in the north and Plymouth and Bristol in the south and west for this year's show which took place on Sunday November 21 and Monday November 22.

More than 80 companies supported this year's show, including some who were exhibiting for the first time.

NFRN Head of Marketing & Business Development Graeme Collins said: "The fact that visitors turned up in such numbers not just from the Coventry, Birmingham and surrounding areas but from right across the UK, supports our decision to move the show from London's Olympia to a central location that easily accessible from anywhere in the country."

Supporting this view was Jayne Wood, Territory Development Manger at Mars who added: "We saw hundreds of retailers over the two days. The organisation was excellent and it's great now it's back in the Midlands!"

Graham Ellard, Business Development Manager at Santander commented: "The Ricoh is a great venue, really easy to get to. We had visitors from all over the country."

Meanwhile Ian Hughes, Affinity Development Manager at insurance and financial planning specialists Bluefin said: "We took more business in the first two hours of this show than we did in the whole of the last one. There's been no time wasters just people who want to talk and do business. The first time I've experienced this in over twenty years of exhibiting.

Recent NFRN Award winner, Utility Savings Corporation agreed. Director Alan Taylor said: "We've seen some of the best customers ever; one even came prepared with his old utility bill. Something we've never had before. There's been a good mix of existing and potential customers too. We will definitely be back for 2011."

CTN World 2010 also provided an ideal forum for exhibitors to promote new products, with Tracey Hart, Circulation Manager at Mail Newspapers reporting: "It has been an ideal platform from which to launch our flagship retailer initiative."

Dan Marsden, Retail Support Coordinator at Booker commented "It has provided us with a fantastic opportunity to gain invaluable feedback and show the improvements to our choice, price and service."

Back for a second year, the shared newspaper and magazine stand "Your News Industry" attracted a steady flow of visitors throughout the show. Bartuf's Business Development Manager Tony Jones said: "This has been our busiest show for two years. We have a great stand and we really like the venue."

The seminar programme also proved popular for visitors looking for new ways to improve their businesses and compete more effectively in these challenging times.

Among the presentations were "Tips from the Independent Achievers Academy" from Newtrade Publishing, Mail Newspaper's "How important is home news delivery for you" and the Your News Industry session with contributions from Marketforce, Seymour and Comag.

While the next CTN World exhibition won't take place until 20<sup>th</sup> & 21<sup>st</sup> November 2011, there is already strong interest from a number of this year's exhibitors. If you are interested and would like to take part then you should contact Sales Manager Tracy Hawley on tel: 0121 323 5463 or email at: [tracy@ctnworld.co.uk](mailto:tracy@ctnworld.co.uk)

Ends

For more information about CTN World please contact Anne Bingham, NFRN Communications Manager on 07879 646842