



## **Press Release**

**15<sup>th</sup> November 2010**

### **Countdown to the industry's number one show**

It's show time. There are just a few days remaining until CTN World 2010 opens its doors and welcomes independent news and convenience retailers from all across the UK. Make sure you are one of them!

One of the biggest attractions is set to be the Daily Mail stand where a fully fledged shop will introduce the newspaper publisher's exciting new Flagship initiative which is exclusive to independent retailers.

James Beardow, Trade Marketing Manager, said: "CTN World sees the Daily Mail launching Flagship, a sales development plan especially for the independent newsagent. We will be providing selected retailers with fully financed branding for both inside and outside their shops and supporting them with both casual and home delivered initiatives to ensure they build their Mail Newspapers sales."

He added: "Make sure you come along to stand 220 to find out more about Flagship and also to meet members of the Mail team."

Another major attraction at this year's CTN World is the return of the Your News Industry stand which is playing host to a wealth of publishers and suppliers. Representatives from the Guardian, Telegraph, News International, Bartuf, Comag, Marketforce, Menzies, Smiths News, Frontline and Seymour will all be in attendance while Trinity Mirror, Topps UK and Puzzler Media will have their own individual stands.

Taking place at the Ricoh Arena, Coventry, an exciting new all-purpose venue, doors will be open between 10.00am and 5.30pm on Sunday 21 November and 10.00am and 5.00pm on Monday 22 November. CTN World, the NFRN's annual trade show is a "must-not-miss" exhibition for all independent retailers looking for new ways to grow their sales and profits.

Faced with ever harsher trading conditions, attendance at this year's show has become all the more important. Packed with handy help, hints and advice those retailers who may make the trip to Coventry will come away better prepared and more able to adapt to the business challenges that lie ahead.

Commenting on this year's show, NFRN National President Parminder Singh said: "Being a retailer is tough in today's competitive environment but it is at times like these when we need to be sure we are doing all we can to attract custom and develop sales. That's why a visit to CTN World can without doubt help you rise to all the challenges the current economic climate is throwing your way. All it takes is one new idea or one better way of doing things to make it time well spent."

With more than 70 exhibitors participating at this year's show, many of whom are here for the very first time, the show's organisers can guarantee something for everyone. Among new names are PoundZone, Warburtons, Nestlé UK and CashZone while long time supporters such as Booker, Cadbury, Mars, BAT, Barclaycard, Ferrero and USC are all making a welcome return.

In addition to all the show floor activity, visitors to CTN World are invited to join a series of FREE-to-attend seminars. A packed programme will see presentations from Cadbury, Mars, Bookers, the Daily Mail and the Guardian, as well as leading industry experts from Trading Standards, Licensing Solutions, the NFRN and Newtrade Publishing.

These seminars will provide a unique opportunity for retailers to hear firsthand just how to weather the current economic storm and steal a march on the competition.

For anyone who has yet to register for CTN World 2010, there is still time but they are urged to hurry. Registration is possible online at: [www.ctnworld.co.uk](http://www.ctnworld.co.uk) or by calling: 0845 218 6055.

Ends

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