



Press Release

4<sup>th</sup> April 2011

### **Support for CTN World 2011 continues to build**

Since announcing its plans earlier this year to remain at Coventry's Ricoh Arena for what is set to be a second successful year, support for CTN World, the NFRN's annual trade exhibition has really started to gather pace.

Taking place on Sunday 20<sup>th</sup> and Monday 21<sup>st</sup> November at the Ricoh's multi-purpose exhibition centre, CTN World 2011 will be strategically located once more at the very heart of the country, right amongst one of the UK's highest densities of independent news and convenience retailers.

Commenting on the difference this new location has made, Jayne Wood, Territory Development Manager at Mars Chocolate said: "CTN World 2010 was a complete success. We saw hundreds of retailers over the two days. The organisation was excellent and it's great now it's back in the Midlands." Indeed Mars were so pleased with last year's show that they were amongst the very first exhibitors to rebook their stand for 2011.

It was not only the exhibitors who welcomed the move to Coventry but so too did the visitors, with Umar Bowa of Bolehall Food, News and Wine in Tamworth commenting: "I was delighted that CTN World was back in the Midlands as I haven't made it to London for the previous two shows. It was cracking venue and a great show."

Although this year's show is still seven months away, the CTN World event team has already received considerable interest from a number of organisations. In addition to Mars, bookings have been made by companies such as EMF, Nestle, Second Nature, Trinity Mirror, Utility Savings Corporation and, new for 2011, PJ Pet Products. Not only this but suppliers such as Cadbury, E-lites, LetterBox Gifts, Payzone, Peter's Food Service, Reposs, Warburtons and Write & Shine Ad Board have also indicated their intention to rebook for this year.

Furthermore, Cash and Carry giant and long time supporter of CTN World, Booker is also poised to renew its deal as the show's official sponsor.

Anyone else who is interested in booking a stand for CTN World 2011 should contact Sales Manager Tracy Hawley on tel: 0121 323 5463 or email her at [tracy@ctnworld.co.uk](mailto:tracy@ctnworld.co.uk)

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



NFRN National President, Parminder Singh with Jayne Wood, Territory Development Manager of Mars Chocolate Ltd