



Press Release

25th May 2010

Growing support for CTN World's move to Ricoh Arena, Coventry

Support is growing for CTN World, the NFRN's annual exhibition, which this year is relocating to the Ricoh Arena, Coventry.

Set to take place on November 21-22 at this multi-purpose, state-of-the-art exhibition centre, CTN World will be strategically located at the very centre of the country. Indeed this move to the West Midlands puts the show right among one of the UK highest densities of independent convenience retailers as well as in the heartland of the NFRN's membership.

Leading the charge on behalf of CTN World 2010 is wholesale giant Booker, who has once again taken up the opportunity to become a headline sponsor. Retail Marketing Controller Richard Cousins had absolutely no hesitation in renewing Booker's relationship with the show. He said: "CTN World is a good chance for us to meet both new and existing customers as well as keep up our industry profile. It is also a good way to actively demonstrate our support for the NFRN."

Backing for CTN World 2010 has also come from a number of other well known industry suppliers and manufacturers. Among those first to pledge support are Nestle UK, BAT, Powercell Batteries, Western Union, The Original Poster Company, Future Products and Second Nature.

Also committed to the exhibition is the Utility Savings Corporation which has come to recognise the value a show like CTN World can offer to an exhibitor's sales and marketing potential. Reflecting on his company's very positive experience at CTN World 2009 with its exceptionally high visitor quality, Director Alan Taylor commented: "As a new business partner (with NFRN) we've found that visitors have been keen to find help reducing their energy costs. We've been surprised just how many have come to our stand voluntarily. They've been asking all the right questions as they recognise just what a significant difference energy savings can make to their profit and loss."

Event Director Marcus Hall has been particularly encouraged by this brisk start to the exhibitor sales campaign. "We've already had some very positive conversations with key players from within the convenience retail industry. They all appreciate that CTN World is the best, if not the only, route to market in the independent sector which, by its very nature, is fragmented and often difficult to reach. It's extremely heartening to receive endorsement like this from such big names as Booker, Nestle and BAT."

As exhibition sales continue to gather pace, anyone considering booking a stand for 2010 is urged to act promptly in order to secure the location of their choice. All stand and sponsorship enquiries should be directed to Sales Manager, Tracy Hawley on 0121 323 5463 or email: tracy@ctnworld.co.uk

Ends

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