



## Attracting the Convenience Shopper

A unique trade show and seminar program is being staged for retailers in Melbourne in July. C-Store 2008 is designed for operators of corner stores, community stores, convenience stores, service stations, newsagents and mini marts. It is being held on Thursday 24th and Friday 25th July at the Melbourne Exhibition & Convention Centre.

C-Store comes to Melbourne only once every four years. Its purpose is to assist independent retailers to maximise the convenience component of their business.

“Most independent retailers have not yet realised the potential that convenience shoppers bring to the store,” said exhibition organiser, Keith Berg. “There is now a huge trend back to local shopping. And that means convenience shopping. As a result, sales at all kinds of convenience outlets in Australia have grown to over \$18 billion per year and still growing.”

The C-Store 2008 event consists of a free seminar program and a trade show, with around 100 exhibitors.

Seminars will be held over the two mornings from 9.30 am to 11.30 am, with three presentations each day before the trade show opens. The trade show itself runs from 11.30 am to 6.00 pm. The seminars and trade show are free, but open only to the trade. There will be a Drinks Reception on the Thursday evening.

Six seminars will be presented by well known and respected industry experts.

- New opportunities in convenience – Dr Alan Treadgold, Managing Director, Ideaworks.
- Training for the bottom line – Graeme Lees, Managing Director, ATMP Training & Skill Development
- Insult pricing: How much is too much? Neil Sangster, Director Analytic Consulting, Nielsen.
- What today's convenience customer expects – Brett Barclay, CEO, HIM Shopper Research Analysis
- Revving up automotive – Spero Fatouros, National Sales & Marketing Manager, Service Station Supplies
- The economics of the stand-alone store – Warren Wilmot, CEO, 7-Eleven Stores

Every retailer visiting C-Store 2008 has a chance to win a Suzuki SX4 4WD plus \$2,000 in leisure equipment, or one of ten prizes of \$1,000 worth of stock, just by having their electronic entry badge swiped at the Campbells Wholesale stand.

Admission to everything except the Drinks Reception is free. The organiser says that visitors will save time if they pre-register. You must pre-register if you are going to either of the Seminars or the Drinks Reception.

There are three easy ways to pre-register:

1. Visit [www.c-store.com.au](http://www.c-store.com.au) and register online or arrange discount accommodation; or
2. Call +61 2 9281 3577 and register direct
3. Use the prepaid mailer attached to the promotional brochure

Alternatively, visitors can arrive and register at the door.

Melbourne Exhibition & Convention Centre

Thursday 24th July and Friday 25th July 2008.

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