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→ Visiting SOS is free.
 You can register in advance
 online, fill in the pre-paid
 SOS card contained within
 the magazine and return by
 fax or post, or simply turn
 up on the day and register
 at reception

GETTING ALL **own**y

Spicers' **SOS show** returns this December bigger and better than ever before. We take a look at the must attend event for salespeople this year.

SOS

now in its eighth year, SOS has become an invaluable part of the 2008 sales drive for the industry.

With more than 70 suppliers under one roof, exhibiting their latest industry related products and services for two days the event is an ideal place for inspiration and to potentially save hours of desk research while you get ahead of the competition for 2008.

Packed into the NEC Pavilion, the suppliers display their latest and forthcoming wares and are there to act as a resource for visitors as well, making SOS a great opportunity not only to see the newest products, but also to discuss training and promotion activity, or gather sales and marketing tips. A wide range of companies exhibit at SOS, covering all aspects of office products including EOS & Business Machines, Facilities Management, Writing Instruments, Paper, Storage & Filing, Office

Environment, Adhesives & Tapes, Books & Pads, Desktop, Back Office Systems plus Marketing Services and Support.

BUSINESS EXPERIENCE

Accompanying the exhibition is the 'Business Experience', which gets the sales blood pumping before you're let loose on the exhibition proper. It is held on both days from 10am until 11am in the Tote Suite next to the Pavilion at the NEC – make sure you reserve a space when you register. And it promises to be packed to the rafters this year as Spicers has surely booked its most stellar cast yet in the form of celebrity chef, Gordon Ramsay and intrepid explorer, Sir Ranulph Fiennes (not to mention the tenacious Ruth Badger, runner up of The Apprentice whose talk will probably involve the most practically useful information). See the following biographies for further information.





RUTH BADGER

The woman who could sell just about anything to just about anyone – Badger is founder and chief executive of her own business consulting firm, Ruth Badger Consulting and star of Sky One's 'Badger or Bust' with a weekly column in First magazine.

Badger will draw on her proven business experience and share many tips on how to run a successful sale's focused business. Badger is billed as a classic self-made winner and will be a tremendous inspiration for all sales people at the show. (Could've been a dealer...)

SIR RANULPH FIENNES OBE

The world's greatest living explorer will reveal his struggle against our planet's most extreme elements and highlight the lessons for today's business people, by drawing the analogy between nature's most dangerous and difficult challenges, and very real day-to-day business challenges. According to Spicers' information, Fiennes involves each individual in the audience on a very personal level, so maybe best to sit at the back if you're shrinking violet.



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TIMINGS

Get to the NEC Pavilion Birmingham for:

WED 12 DECEMBER 2007

Business Experience:
10.00am-11.00am

SOS Exhibition:
11.00am-5.00pm

THURS 13 DECEMBER 2007

Business Experience:
10.00am-11.00am

SOS Exhibition:
11.00am-4.00pm

Exhibitor list

(Correct at time of going to print. Check the website for updates.)

3M

Acco UK Ltd

Acorn Office Accessories Ltd

Addis

AF International

Alba

Ambassador Packaging

Armor

Aurora (Minerva Electronics)

Avery Dennison Office Products

Bantex UK Ltd

Bic UK Limited

BlueSky

BOSS

Brother UK Ltd

Canon UK

Collins Debden

Concord Office Products

Curtis-Ei

Deflecto Europe

Dormy Ltd

Durable

ECI2

Edding UK Ltd

Energizer Group Limited

Esselte

Fellowes

G H Neville

Heart Systems Ltd

Helix Limited

Henkel Consumer Adhesives Ltd

Industry Software Ltd

John Dickinson Stationery Ltd

Kimberly-Clark Professional

Masters London

Mitsubishi Pencil Company

Phillips Speech Processing

Pilot Pen Company

Procter & Gamble UK

Pukka Pads 2000 Ltd

Rapesco

Rapid UK Limited

Robert Horne Group

Sanford Brands

Shachihata UK Ltd

Snopake Ltd

Strata Products Ltd

Superstat Ltd

Talk Paper

The Pilot Pen Co (UK) Ltd

Tollit & Harvey Ltd

Versapak (International) Ltd

Wallace Cameron & Co Ltd

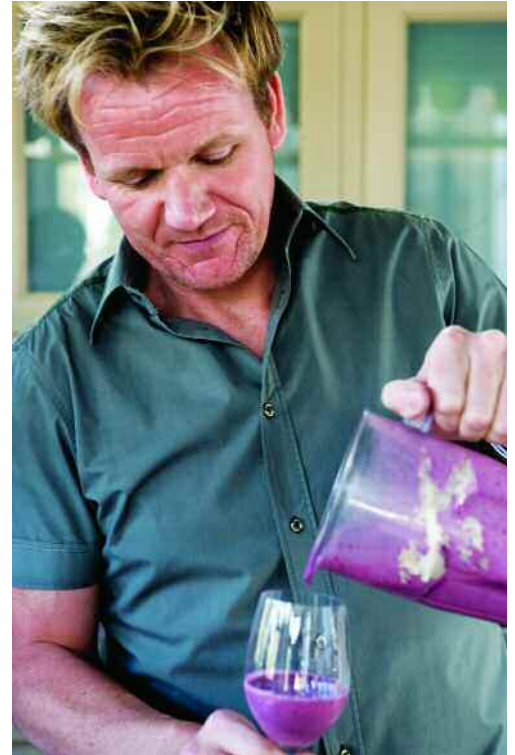
(Continued from p12)

GORDON RAMSAY OBE

Dedication, passion and customer focus, Ramsay describes his passion and leadership qualities that have taken him from apprentice footballer to head of a gastronomic empire with a string of Michelin stars.

Ramsay is best known from the Channel 4 series Ramsay's Kitchen Nightmares for which he was awarded a BAFTA, the ITV series Hell's Kitchen and Channel 4's highly acclaimed The F-Word. Britain's favourite celebrity chef, he is described as 'truly inspiring and amusing and will engage the audience in his first hand secrets of his tremendous success'.

Following on from his talk, Ramsay will be available for a book signing session at the SOS exhibition for approximately one hour. ●



→ Ramsay will be available for a book signing session at the SOS exhibition

Getting There

By Car:

Birmingham is at the hub of the UK motorway network, enabling visitors to travel directly from the M6, M1, M40 and M42. The NEC has its own on-site car parks while the city-centre venues are served by a car park at The NIA and others in the immediate vicinity.

By Train:

The NEC and The NEC Arena are served by Birmingham International station, connected by a covered bridgeline. The NIA, The ICC and Symphony Hall are minutes from Birmingham New Street, the UK's largest interchange station. London is only 90 minutes away and trains also run direct to many regional towns and cities.

By Air:

More than 20 international airlines serve Birmingham International Airport, which is conveniently situated a few minutes from The NEC and The NEC Arena. Together they provide scheduled flights from 34 destinations in the UK, Europe and North America. The group's venues are also easily accessible from London Heathrow, London Gatwick and other regional airports.