

SHOW OF SUCCESS 2006

SOS, cleverly positioned at the end of the year, helps everyone head into the New Year with a positive frame of mind. We take a look at this year's event and what's on offer.

Now in its seventh year, Spicers' SOS exhibition is incontestably the largest trade fair servicing our fair industry, both in terms of average annual visitors and exhibiting companies.

Accompanying Lord Sebastian Coe and the sumo wrestlers to last year's show were no fewer than 734 visitors and 65 suppliers, irresistibly drawn to Birmingham's NEC like criminal youth to an isolated Vauxhall Cavalier. With last year's visitor figures recording a rise on 2004, it's unsurprising that the wholesaler is holding true to past form for 2006.

The show is once again taking place over two days (13–14 December) at the NEC Pavilion. Preceding the start of the exhibition on both days will be the business experience – a mental and

motivational warm-up for the rest of the day, last year memorably delivered by Lord Coe. In place this year is Simon Woodroffe, founder of the Yo! Sushi brand and former dragon in BBC2's Dragons Den, as the guest speaker on both days, ably supported by football pundit and broadcaster, Rodney Marsh.

The exhibition itself, for those new to the concept, involves over 50 suppliers showcasing all their latest 2007 products and incentives, from EOS and business machines, adhesives and tapes, to FM and more. For all dealer salespeople, the motivation to attend is obvious: it's a chance to research what you're going to selling next year, to ask any questions or queries about products directly to the suppliers, and find out about any forthcoming sales initiatives. Also, those attending the exhibition will be the first to pick up a copy of the 2007 Spicers catalogue.

WHAT'S NEW

New for 2006 is a 'Series of Seminars' conducted by leading names from the industry. Paul Rowlands from Pro-Training4Results will share his knowledge on how to generate sales growth (B2B and B2C) while Tony Duggan from Acco Kensington delivers a more focused look at his employer, giving insight into the office products giant that is Acco Brands and how the company can help you improve your sales figures.

Alongside the seminars, the host of suppliers in attendance will also be unveiling new products and promotions intended to help grease the wheels of the office products marketplace.

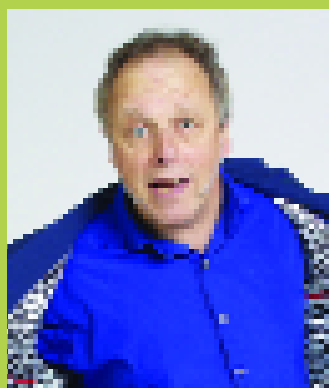
Among these will be Jet UK, which has already announced its intention to 'spice up SOS'. On stand, key representatives from Jet UK will demonstrate how its ever-widening portfolio of products on offer can present dealers and retailers with unique sales opportunities.

Visitors to the Jet UK stand will get the chance to view some of its product ranges of indexes and dividers, files and folders, pads and papers, along with the latest custom made products and more from the Concord brand.

Sales and marketing manager Liz Jefferson said, "As a major player in the industry, it is vital that we have a significant presence at such an important event in the dealer's calendar. Showcasing the very best we have to offer will give dealers the chance to familiarise themselves with our key ranges, while further establishing important relationships within the channel to help us move forward." >>

THE BUSINESS EXPERIENCE

The Business Experience is held on both days from 10am until 11am in the NEC's Tote Suite. The speakers are as follows:

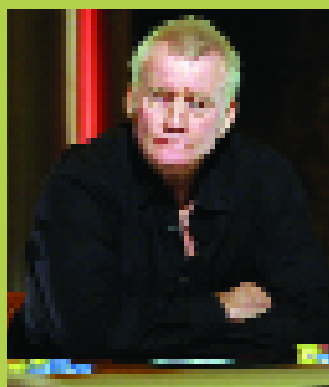


Simon Woodroffe

Woodroffe left school at 16 and spent almost thirty years in the entertainment business. Through the 1970s and 1980s his production companies designed rock 'n' roll stages for artists like Rod Stewart, The Moody Blues and Stevie Wonder, as well as for events such as Live Aid.

Former London Entrepreneur of the Year and Group Restaurateur of the Year, Woodroffe is the founder and creative driving force behind the internationally famous Yo! Sushi restaurants. The Yo! To Go brand is licensed to Sainsburys while Yo! Japan is a clothing range with 70 retail stores across the UK. Woodroffe has also appeared on the BBC2 series 'Dragons Den'.

Woodroffe is billed as being an 'inspirational speaker who talks about his changing fortunes in several businesses'.



Rodney Marsh

Rodney Marsh first played as an amateur with West Ham before joining Fulham and Professional League Football in 1963, he later moved to Craven Cottage and then Queens Park Rangers.

In 1972 aged 27, Marsh signed for Manchester City for £200,000 (a new club record at the time). He played 142 league matches in all and scored 56 goals. While at Manchester City he also played for England

on eight occasions. In Jan 1976 he moved to Tampa Bay Rowdies in the USA where he made over 100 appearances, before finally returning to Fulham where he ended his career playing alongside Bobby Moore and his great friend George Best.

Marsh is billed as 'one of the UK's best football pundits and broadcasters'.



Another big name is John Dickinson Stationery, which will use SOS to launch its new 2007 product ranges. As well as extending the Black n' Red recycled range and launching a new environmentally friendly selection of Basildon Bond for the office, John Dickinson will be revealing the new notebook brand – npad.

Jane Rowe, marketing director, said, "We are very excited about the huge changes that we are making to the range for 2007. The products have been developed as a result of extensive research with end users of stationery products. This event gives us a fantastic platform to showcase these exciting new developments direct to a large number of dealers."

On the consumables side, Kores Nordic will be in attendance to highlight its 'philosophy of Total Performance', share market knowledge and to discuss new product and market developments'.

"This year we introduce PaperZip; a revolutionary new binding kit that will change the way you bind your documents forever," claims sales and marketing co-ordinator, Ali Ameen. "As part of the Kores 'Total Performance' range, PaperZip introduces the concept of 'binding without machines' with simplicity and style that is second to none. We invite you to come, see and try it for yourselves."

With an invite like that, what are you waiting for? SOS presents an opportunity to potentially save hours on 'at the desk' research and find inspiration for the year ahead. ■



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.

VISITING SOS IS FREE

You can register in advance online, fill in the SOS invite and return by fax or post (due to be mailed beginning of October) or turn up on the day and register at reception. www.sos06.net