Cancel and Cachet Manager

The major responsibility is to develop appropriate artwork for the show cachet and special show cancel. These should be related to the show theme or any special function during the show such as a USPS First Day of Issue ceremony. Once a theme has been established for the show an estimate should be made of how many cachets should be printed based on prior sales experience and the number of cachets to be given as souvenirs at the banquet and retained for future cachet sales. With reference to past costs, a budget should be approved. Larger shows often hold a contest for the show logo, cachet designs and cancel designs. The local Post Office contact should be contacted at the earliest possible time to get exact requirements for the size of the cancels, wording restrictions and deadlines for submitting artwork.

Once basic designs for the cachet and show cancel have been roughed out, they should be submitted to the show committee for suggestions and final approval. Stamps to be used on the covers should then be selected to complement the artwork. The artwork then must be put into final form for the printer. In these days of computers with high end photo and graphics programs, this is not as difficult as it once was. When the cachet design is ready for the printer, a proof should be obtained for quality control. Place the order and as soon as the cachets are ready stamps can be applied to some of them to avoid a last minute rush at the show. Cachets can have a different design for each day or the same design but in different colors for each day. It helps sales to have some variety.

The cancel design should also be roughed out for suggestions and approval by the show committee. The Post Office contact should also give a preliminary approval to the cancel. The cancel design should then be put into final form and given to the Post Office contact for final approval. This will usually be at least 3 months prior to the show. Be sure to do this well in advance of this deadline in case changes are required. Show cancels can also have a different design for each date or show event.

Your relationship with the Post Office contact is critical. An invitation to the banquet and a thank you in public goes a long way. At the show you will need to get many covers cancelled in a short period of time. Cooperation will also be needed for special last minute requests for cancels.

It is desirable to invite the United Nations Postal Administration to attend. They are a draw and will often provide banquet souvenirs and sometimes a First Day ceremony.

Once you have all the designs approved, camera ready (computer ready) copies should be given to the Advertising and Publicity Manager and the Website/Technology Manager.