The Show Timeline

Some of the critical activities in producing a show occur outside the one year timeline that immediately follows. Once a good site for a show has been obtained it is advisable to contract two or more years in advance if the facility will cooperate. Societies often plan their conventions three to five years out. It is imperative that people be assigned to these tasks in addition to whatever other jobs they hold. Also, it is wise to be aware of the location and scheduling of upcoming twice yearly APS shows, major auctions, shifting school and holiday calendars and International shows. All these can have an impact on availability of exhibits and judges and the willingness of the public to attend. Show dates may have to be shifted slightly if the show facility will cooperate and in the case of the APS coming to town, the show may ask to run in conjunction with the APS show, request to be allowed to skip a year or shift dates by several months. These options, none of them ideal, must be weighed carefully.

Recurring activities that are addressed every year can be arranged to suit the talents and interests of the members of each show committee. The exact details will vary by show, but the basic need to track and perform each job on time remains. Most committees need the month or so following the show to clear up loose ends and catch their collective breaths. The cycle then begins as follows:

First and Subsequent Show Committee Meetings 8-11 Months before the Show

1. The Show Chairman is selected and then finalizes Committee Managers, members, titles and responsibilities with the concurrence of the Board.
2. The Financial Manager presents the preliminary show budget based on the experience of the prior year’s show and discussions with the Dealer Bourse Manager.
3. The Bourse Manager reviews the list of dealers who have signed up for the coming show, discusses the waiting list for dealers and presents table fees and estimated revenue based on discussions with the Financial Manager. Requirements for dealer tables and chairs, unsigned contracts and advertising opportunities are presented.
4. The Facilities Staging Manager confirms the arrangements for the upcoming show if it was not already done with the site liaison at the close of the past show. This will include reviewing and signing contracts, negotiating favorable hotel rates and reserving a block of rooms for the show. This may involve the show site and one or more hotels depending on the needs of the show and the availability of facilities and rooms.
5. The Awards Manager inventories the ribbons and medals, estimates needs for the coming years if a reorder is needed and discusses special awards available from the convening societies and all other sources and requests the awards and criteria.
6. The Judging Manager prepares a proposed list of judges, consulting with convening societies, submits the panel to the Chairman of CANEJ and follows up until a panel is approved.
7. The Exhibits Manager contacts convening societies to determine their frame requirements and estimates the total number of frames and exhibits based on prior shows.
8. The Advertising and Publicity Manager reviews the effectiveness and costs of last years advertising program and prepares an initial press release and distributes it via mail, email and the show website. If booth renewals have been done diligently, this release may announce a sell out of dealer booths and call for exhibits.
9. The Publications Manager may assist with this and other printing needs and review expenses to prepare the new printing budget.
10. The Cancel and Cachet Manager will present various potential show theme concepts, call for additional suggestions and obtain a vote on the final theme. Artwork and potential tie-ins for cachets and cancels will be explored and contact made with the Post Office liaison.
11. The **Programs and Meetings Manager** will contact convening societies, the APS, AAPE dealers and exhibitors about the show theme and solicit programs of general interest, ones relating to the theme and specialized judging and exhibiting seminars. Meeting requirements of the convening societies will be coordinated and potential schedules will start to take shape.

12. The **Hospitality and Banquet Manager** contacts convening societies for any special dinners or other hospitality needs and begins negotiations based on the prior show experiences.

13. The **Security Manager** reviews security needs, in great depth if going to a new facility and solicits bids for security services for the show.

14. The **Youth Activities Manager** will contact local schools and youth groups to invite children to participate in the coming show. The constant request for donations of stamps, supplies and money to support the activities will continue.

15. The **Website/Technology Manager** will put all new information on the show website, attempt to get more links to the site, may start listing cachets and cancels for sale if finalized and get as much coverage as possible for the show on stamp bulletin boards, blogs and search engines.

### 6-7 Months before the Show

1. The **full committee** reviews and approves the final show budget and theme if not already done.
2. The **Bourse and Security Managers** present the confirmed list of dealers, invite more if needed, confirm the table layout, establish a security schedule and the number of guards needed and contract with the security agency.
3. The **Advertising and Publicity Manager** obtains costs for proposed ads in all media, prepares further press releases and draws up proposed ads and emails.
4. The **Awards Manager** orders medals as per inventory previously done.
5. The **Cancel and Cachet Manager** reviews any contest submissions for cachets and cancels, improves them as needed and submits the best to the full committee for final approval.
6. The **Exhibits Manager** updates the show committee on distribution of exhibit applications.
7. The **Facilities and Staging Manager** maintains contact with facilities liaison to ensure there are no surprises and makes sure hotel rate cards are sent out.
8. The **Financial Manager** reviews receipts and expenditures and checks that all committees are on budget.
9. The **Hospitality and Banquet Manager** presents tentative banquet menus and prices and stays in contact with convening societies for their special needs.
10. The **Judging Manager** confirms the judges with CANEJ, sends out formal confirmations to the judges including hotel rate cards, maps, airline and driving info.
11. The **Programs and Meetings Manager** reports on current schedule, works to fill in the schedule with desirable programs and liaises with the convening societies.
12. The **Publications Manager** assists the **Cancel and Cachet Manager** in perfecting artwork.
13. The **Staffing Manager** compiles list of volunteers and preliminary needs of the other committees.
14. The **Website/Technology Manager** adds all new info to the website, prepares emails to promote the show and builds links to other philatelic websites.
15. The **Youth Activities Manager** solicits donations for the youth area and presents ideas for the youth area.

### 4-5 Months before the Show

1. The **full committee** takes reports from each committee to keep track of progress.
2. The **Bourse and Security Managers** present the confirmed list of dealers, invite more if needed. The **Bourse Manager** prepares the dealer list for advertising, flyers and show program.
3. **Advertising and Publicity Manager** sends out at least a second press release and confirms the show dates with philatelic publications in order to schedule special show ad sections and provides a preliminary list of show dealers to the publications.

4. **Awards Manager** reviews specialty society awards, prices major awards. Follow up is made on all specialty awards and convening society awards, including criteria.

5. **Cancel and Cachet Manager** submits the cancel design to the local USPS contact for approval and finalizes the cachet artwork. Upon approval the cancelling device is ordered.

6. **Exhibits Manager** updates the show committee on the number of exhibit applications, contacts the convening societies if applications are slow and sends out more applications or contacts CANEJ for assistance as needed. Regular updates are now made to the **Judging Manager**.

7. **Facilities and Staging Manager** checks with the hotel on room reservations and works on arranging for the transport of the frames.

8. **Financial Manager** continues to review receipts and expenditures and checks that all committees are on budget. Sale of booths should be complete, or nearly so, and very accurate projections should now be possible.

9. **Hospitality and Banquet Manager** sets the deadline for ordering banquet tickets.

10. **Judging Manager** consults with the show committee and determines the number of banquet tickets required for the judges and their guests and any other complimentary tickets.

11. **Programs and Meetings Manager** reports again on the current schedule, works to fill in the schedule with desirable programs and liaises with the convening societies.

12. **Publications Manager** assists **Cancel and Cachet Manager** in perfecting artwork and presents the finalized designs for the cachets. Preparations begin for the show program, banquet program and other publications.

13. **Staffing Manager** adds to the list of volunteers and refines the needs of the other committees.

14. **Website/Technology Manager** adds all new info to the website, contacts the dealers about using their email lists to promote the show, prepares show and dealer emails to promote the show and builds links to other philatelic websites.

15. **Youth Activities Manager** solicits more donations for the youth area, contacts local clubs and schools to schedule bus tours and/or field trips to the show and refines ideas for the youth area.

### 3 Months before the Show

1. The **full committee** takes detailed reports from each committee to keep track of progress.

2. The **Show Chairman** invites the Postmaster to open the show.

3. The **Bourse and Security Managers** present the final list of dealers. **Bourse Manager** finalizes the dealer list for advertising, flyers and show program.

4. **Advertising and Publicity Manager** reserves space for show advertising and special sections in philatelic publications, prepares final ad copy and artwork, submits a final list of show dealers to the philatelic publications and works with the **Website/Technology Manager** to build maximum internet exposure for the show.

5. **Awards Manager** purchases the grand and reserve grand awards and other club awards if not already purchased. Follow up is made again on all specialty awards and convening society awards, including criteria.

6. **Cancel and Cachet Manager** reports on cachet promotional sales activity, makes sure various free ads about the show cancel are placed in national publications and meets with local USPS representatives about show and Post Office requirements.

7. **Exhibits Manager and Judging Manager** complete the final frame layout and frame number assignments. These, along with jury data, will then be used in the show program.
8. **Exhibits Manager** sends exhibitors a show update with reminders on reserving rooms, shipping info for those not attending, maps and airport info for those attending and reminders to order banquet tickets.

9. **Facilities and Staging Manager** checks with the hotel on room reservations, contacts the facilities liaison and finalizes the transport of the frames.

10. **Financial Manager** continues to review receipts and expenditures and checks that all committees are on budget. Sale of booths should be complete, and very accurate projections should now be finished.

11. **Hospitality and Banquet Manager** reviews the deadline for giving a final banquet head count.

12. **Judging Manager** send the judges their initial packet of title pages and synopses, writes to the APS Library with a list of expected exhibits and contacts all exhibitors who have not sent in the title pages and synopses.

13. **Programs and Meetings Manager** prepares a final list for the show program.

14. **Publications Manager** prepares a mock up of the show program, banquet program and any other publications required or unique to the show.

15. **Staffing Manager** adds to the list of volunteers and finalizes the needs of the other committees.

16. **Website/Technology Manager** adds all new info to the website, recontacts the dealers about using their email lists to promote the show, prepares additional show and dealer emails to promote the show and builds links to other philatelic websites.

17. **Youth Activities Manager** finalizes youth and staffing activities.

**1-2 Months before the Show**

1. The **full committee** takes detailed reports from each committee to keep track of progress.
2. The **Show Chairman** and **Staffing Manager** call club members for staffing show set up and take down.
3. The **Bourse and Security Managers** confirm schedules with security guards.
4. **Advertising and Publicity Manager** sends out final press release.
5. **Awards Manager** follows up on all specialty awards and convening society awards, including criteria.
6. **Cancel and Cachet Manager** orders printing of cachets and gets canceller(s) from USPS.
7. **Exhibits Manager** presents the final exhibit layout and frame assignments, prepares the palmares template and gives the same info to the convening societies.
8. **Facilities and Staging Manager** checks with the hotel on room reservations and contacts the facilities liaison about any possible changes at the facility.
9. **Financial Manager** continues to review receipts and expenditures and checks that all committees are still on budget.
10. **Hospitality and Banquet Manager** discusses dealer pre-opening coffee and water station requirements (some clubs provide pastries too), and food and drink needs for volunteers at set up and take down.
11. **Judging Manager** send the judges their final packet(s) of title pages and synopses, makes airport or train station pick up arrangements with judges and compiles judge’s workbooks with exhibit listings, score sheets and award lists with criteria.
12. **Programs and Meetings Manager** should be done, just confirming arrangements and giving attendance estimates in case rooms are of very different sizes.
13. **Publications Manager** finalizes the proofread show and banquet programs and orders the printing of theses and any other show publications such as lists of all clubs and shows in the area and their meeting times and locations.
14. **Website/Technology Manager** adds all new info to the website, reminds the dealers about using their email lists to promote the show, prepares additional show and dealer emails to promote the show and builds links to other philatelic websites.

15. **Youth Activities Manager** finishes assembling all supplies and handouts and packages them.

**Sometime before the Show**

1. **Bourse Managers** prepares dealer information packets for show use, creates or orders dealer and society signs for each booth and prepares a box of last minute items that dealers might forget, such as tape, glass cleaner, paper towels, extension cords etc.
2. **Cancel and Cachet Manager** prepares the initial sets of cancelled souvenir covers.
3. **Exhibits Manager** informs frame movers and security staff of final details and contacts the Post Office that will be receiving the exhibits to explain when to expect them. It is also time to purchase packaging materials for return shipment of exhibits, stamps and postal forms.
4. **Financial Manager** determines petty cash needs.
5. **Hospitality and Banquet Manager** finalizes the banquet count. Some shows can do this a few hours before the banquet while others have less flexibility. This is also the time to arrange for dealer donuts and purchase food, beverages and utensils for hospitality use. Hotel and convention center charges are ruinous!
6. **Publications Manager** picks up show and banquet programs from printer along with any other publications. Many clubs now self-publish using computers and ink jet or laser printers.

**Immediate Post-Show**

1. **Show Committee** assists exhibitors in taking down exhibits and takes down exhibits of those not present.
2. **Exhibits and Awards Managers** oversee packing of all mailed-in exhibits (including all awards), critiques (from **Judging Manager**), show program, thank you note for participating, cover souvenirs and palmares and delivers them to the Post Office.
3. **Financial Manager** pays security personnel or security firm and obtains bills from various vendors.
4. **Facilities Staging Manager** supervises the take down of the exhibit frames, packing of same and their safe return to storage. Meets with show site and hotel managers/lliaisons regarding any unfinished business, often in concert with the **Show Chairman**.

**Wrap-up**

1. **Financial Manager** collects all receipts, pays all bills and prepares a final financial report for the audit committee.
2. **Cancel and Cachet Manager** returns cancellers to the Post Office.
3. **Judging Manager** sends show results and reports to APS and CANEJ and writes appropriate thank you notes.
4. **Show Chairman** debriefs all managers and prepares a detailed critique of the show for review.
5. **Club** elects a **Show Chairman** for next year and the process is repeated.