



Summer Seminar 2018

Intermediate Exhibiting

A 2-Day Course Presented by *Bill Schultz*

Monday, June 25 – Tuesday, June 26, 2018

What makes an exhibit's title and synopsis pages exceptional?

Explore new techniques and receive expert advice as you develop your exhibiting expertise.

Course Description:

Do you have material that you would like to exhibit or an exhibit that you would like to improve? If so, this two-day course is for you! An expert exhibitor will help you to create effective title and synopsis pages and provide the instruction and guidance needed to design an exceptional exhibit. Examine elements of successful exhibits, methods for improving them, and evaluation criteria used by judges. Spend time beginning or revising your own exhibit.

From techniques for sharpening the focus, improving the presentation, and strengthening the treatment, this seminar is tailored to meet the individual needs of each participant and his/her exhibiting goals.

This course may be combined with the Wednesday/Thursday course, *Advanced Exhibiting Seminar*, to create a continuous 4-day experience.

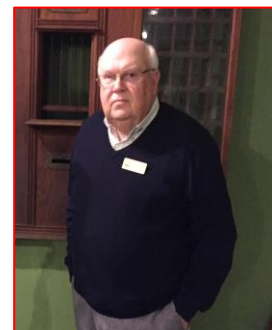
Intended Audience (who should attend): Beginning and Intermediate Exhibitors

To get the most out of this course, participants should identify:

- The focus for an exhibit
- The items to be displayed in an exhibit

Participants will need to bring:

- Philatelic materials (or photocopies) for an exhibit
- Copies of exhibit or exhibit pages already prepared
- Samples of exhibits or exhibit pages to analyze and improve
- Laptop computer (strongly recommended)



Meet Bill Schultz, Instructor for Intermediate Exhibiting:

Bill has been a collector for more than 60 years and an exhibitor for almost as long. This APS Nationally Accredited Chief Judge is also an accomplished postal historian, deltiologist, philatelic writer and speaker. Two of his publications, *The History of West Chester PA on Postcards* and the *Chester County PA Post Offices* are interesting and informative reads. He is a long-time member of the APS and holds life memberships with AAPE and the PA Postal History Society. Bill is currently the guest curator and docent at the Chester County, PA Historical Society.