

STAMPEX LIVE AUCTION PARTNER

Autumn Stampex
2022

*Proudly bought to you by
the PTS*



STAMPEX
INTERNATIONAL
THE BRITISH NATIONAL STAMP EXHIBITION



STAMPEX LIVE AUCTION PARTNER MARKETING PLAN

The Stampex Live Auction Partner will include a full marketing plan implemented by the PTS team. As this is a new concept, we expect plenty of buzz and excitement for its launch.

Online and on our channels:

- The Stampex Live Auction partner will have a full page dedicated to the partnership on the Stampex International website
 - This will include general information and timings, as well as auction highlights and information on the partner brand
 - The page will be launched for London 2022 and updated on receipt of information from the auction house
- The information will also be highlighted on our social media channels. All mentions of the Auction will include the partner's name
- Dedicated newsletters featuring the auction and auction partner will be sent out to the Stampex Newsletter subscribers

Our stats:

- Newsletters distributed to 4000 individuals
- Social media channels reaching 5600 individuals

STAMPEX LIVE AUCTION PARTNER MARKETING PLAN

At The Show:

- Branding in the Auction Area at the show
- Full page advertisement in the show guide, specific to the auction partnership
- Full page editorial in the show guide, specific to the auction partnership
- Logo and inclusion on the TV screens specifically for the auction partnership
- Auction catalogue space at the venue
- Tannoy announcements pre-auction
- Live feed of the auction (if they would like) on social media channels
- Opportunity to host various events and activities within the space

Show Stats:

- Footfall of around 10,000 visitors
- Over 3000 Show Guides to be printed for the event

STAMPEX LIVE AUCTION PARTNER MARKETING PLAN

Press:

- Press release announcement on confirmation of the concept and the tender winner
- Press release pre-show on key auction lots
- Pre-see of auction lots for press, if possible. This could be held on zoom
- Post event press release

Target Publications:

- Philatelic press
- Non-philatelic press including key nationals
- Influencers, bloggers and YouTubers
- Societies
- Philatelic Communities
- Forums