



STAMPEX®
INTERNATIONAL
VIRTUAL EXHIBITION 2020

Welcome to Virtual Stampex.

Brought to you by the Philatelic Traders' Society.



Last time we made history.
This time, we continue the revolution.
Our aim. To connect the philatelic
community globally.

#philatelicfun

Premium Booth advertising with direct link to booth

Visitors will click to move around the show and interact

Entry to different halls and Stampex Talks Auditorium

Live, staffed Information Desk

“Tannoy” Announcement Pop Ups can be used to keep visitors informed of specific offers or show activity

*Actual lobby design may differ from image

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What the dealers said

"When the necessity for a virtual stamp show materialized due to Covid-19, collectors and dealers had no idea what to expect. The first ever Stampex virtual show this past Oct 1st-3rd, far exceeded everyone's expectations! Stampex has literally pioneered a new frontier for the stamp industry to reap the benefits of technological innovation. It doesn't get any better than exploring the globe from the comfort of your home."

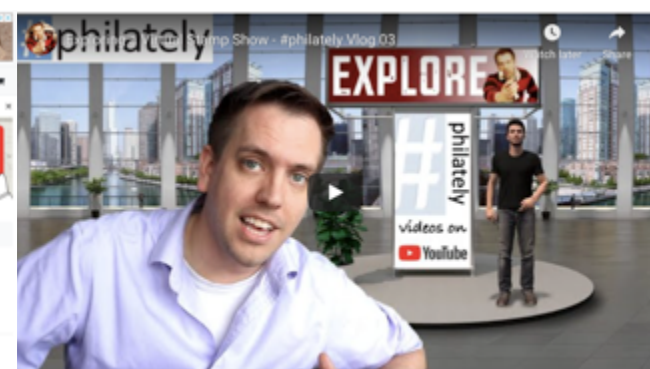
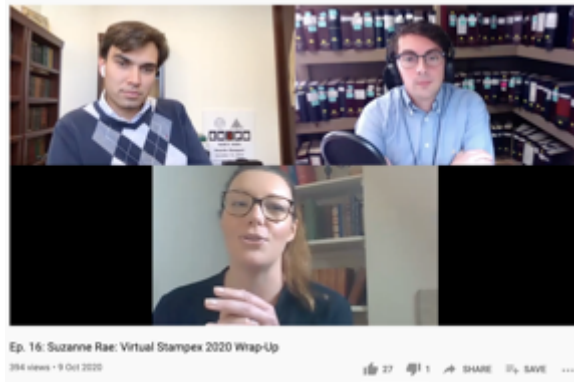
Joe Cortese, Noble Spirit

"Half way through the first day we had made a profit on the whole show. Over 80% of sale were to new customers and only 4 days later 25% of the new customers have re ordered."

Mark Bloxham, Mark Bloxham Stamps Ltd



What the media said



Stampex International 2020 virtually a hit



KINGSTON AND DISTRICT PHILATELIC SOCIETY
Visitors and prospective members welcome: please contact us






Virtual Stampex appears to have been a great success. The show is currently on in 2020. The Stampex Talks are available to watch in the Spink Auditorium and browse the collections at leisure. There are 84 booths to visit including Spink World Postcard Day and the ABPS who are hosting

The Surrey Philatelic Federation finished third in the Inter-Federation Competition the Association of Scottish Philatelic Societies

Entries in this competition can be viewed on website www.abps.org.uk



Virtual Stampex What's New?

-  **A NEW Lounge to bring together collectors from all over the world.** The lounge will allow people to network, chat, meet and greet and discuss their collections. The lounge will be entered from the main lobby.
-  **A NEW Booth Hall.** Available to our PTS Gold Members. This will be home to some of the longest standing members.
-  **Search Attendees.** The ability to connect with people who have registered about their area of interest / specialist area.
-  **More Stamp Talks.** Focused on having a talk program that runs 24 hours a day including a series of 'Meet the Dealer' slots to help connect you with a wider audience.
-  And watch this space for more...



Virtual Stampex

buy, sell, learn, meet, explore, showcase

- PTS **Chat live via fully integrated audio, video or text** with your much-loved Stampex stand holders, PTS Members, auction houses, philatelic societies, postal administrations, museums, experts and social influencers
- PTS **Link directly to live online stamp shops**
- PTS Collect digital catalogues, price lists, promotions and more in your own private **Virtual Briefcase**
- PTS Visit the Court of Honour, view world class exhibits, buy your Stampex Smilers, Ask the Experts, online stamp valuations,
- PTS Free entry for visitors
- PTS **Open 24 hours a day** from 25-27th March 2021 to allow collectors and philatelic enthusiasts to join from all time zones and take their time to enjoy all aspects of the show
- PTS 100+ booths available to visit in two booth halls, all represented by **trusted PTS Members or PTS recognised affiliated societies or professionals**
- PTS Stampex Talks 24 hours a day to be hosted in **live and recorded webinar sessions**
- PTS **8 hours of technical support a day**
- PTS A live, staffed Info Desk will help visitors get the most from the show
- PTS **Global reach** of unlimited show visitors, both old and new to Stampex

Two interactive scrolling booth halls



Click on a booth to view and interact

Premium Booths will be the first stands visitors come to when entering the hall

Exhibitors Index

A0: Visitors can scroll left and right to view and visit booths

* Actual floor and booth designs may differ from images

A4: The Glasgow Stamp Shop

How it Works

1. Scroll the exhibitor booths above from left to right, or top to bottom in the Exhibitor's Index to the left.
2. Click on the pictures to learn more about each exhibitor.
3. Click "Chat" to join a group discussion. Booth Reps will be able to initiate Direct Messages and Video/Audio Calls, which you can request in the chatroom.



100+ booths available, all represented by trusted PTS Members or PTS recognised affiliated societies or professionals

A GOLD Booth Hall for Gold PTS Members

[Lobby](#) [Booth Hall](#) [Video Vault](#) [Resources](#) [Virtual Briefcase](#) [Auditorium](#) [Information Desk](#)

ACCESS TO THE Gold Booth Hall is only available to Gold PTS Members. This can be secured if you have been a PTS member for 5 years or more.

The Gold Booth Hall will be open to premium, standard and simple booth.

Gold Members can have the opportunity to be in both booth halls.



Exhibitors Index

A0: Spink and Son Ltd

A1: Mark Bloxham Ltd

A2: Stanley Gibbons

* Actual floor and booth designs may differ from images

A4: The Glasgow Stamp Shop

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3. Click "Chat" to join a group discussion. Booth Reps will be able to initiate Direct Messages and Video/Audio Calls, which you can request in the chatroom.

Booths are interactive

These links can direct to websites, high quality pdf scans of products, brochures, price lists, catalogues, videos, links to private zoom calls, YouTube videos, online valuation sessions, eBay stores, online shops, social media handles and more!



Images can include links to content (documents or videos) or simply be branding/ offers

All booth types get the fully integrated Chat button as standard

Premium Booths: Unlimited links/files
Standard Booths: Five links/files
Simple Booth: One link/file

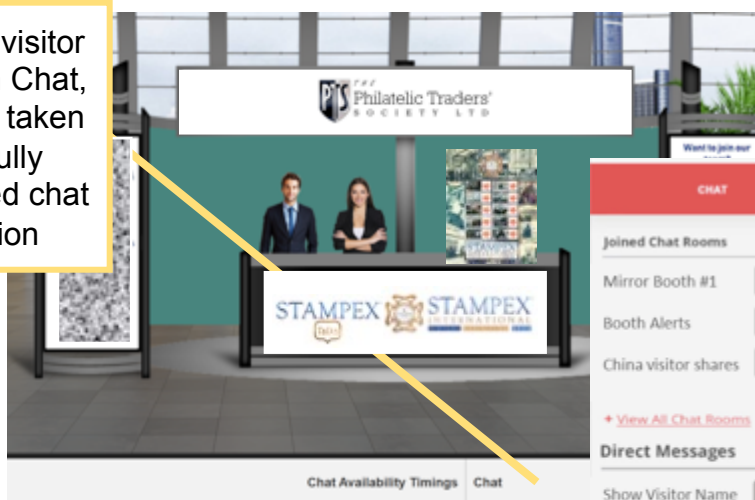
All booths can also have a Description under these links

*Actual booth designs may differ from image/ functionality may be restricted depending on booth option selected.



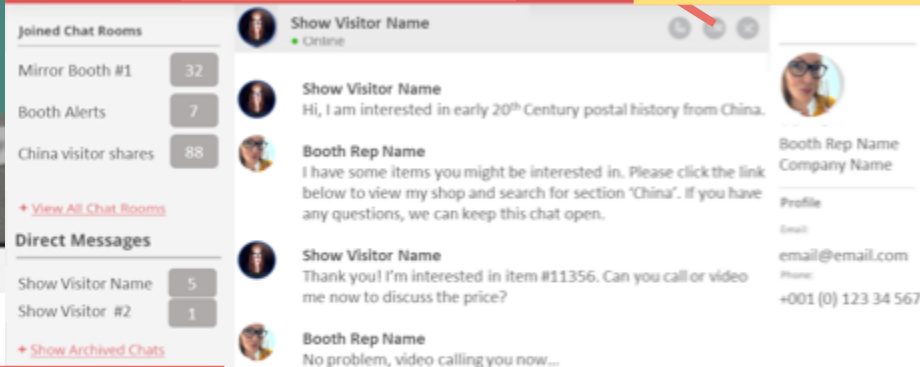
Booths have a fully integrated chat function via text, audio and video

When a visitor clicks on Chat, they are taken to a fully integrated chat function



Audio and Video will load without any need for software download

Reps can upload their photo and contact details so visitors know who they are chatting with



It is possible to text chat with several booth visitors. If you have multiple reps on or stand, each rep can be having a separate audio/video call

Chat rooms allow wider group chats to take place. One chat room will keep booth holders in touch with the show organisers throughout the live event

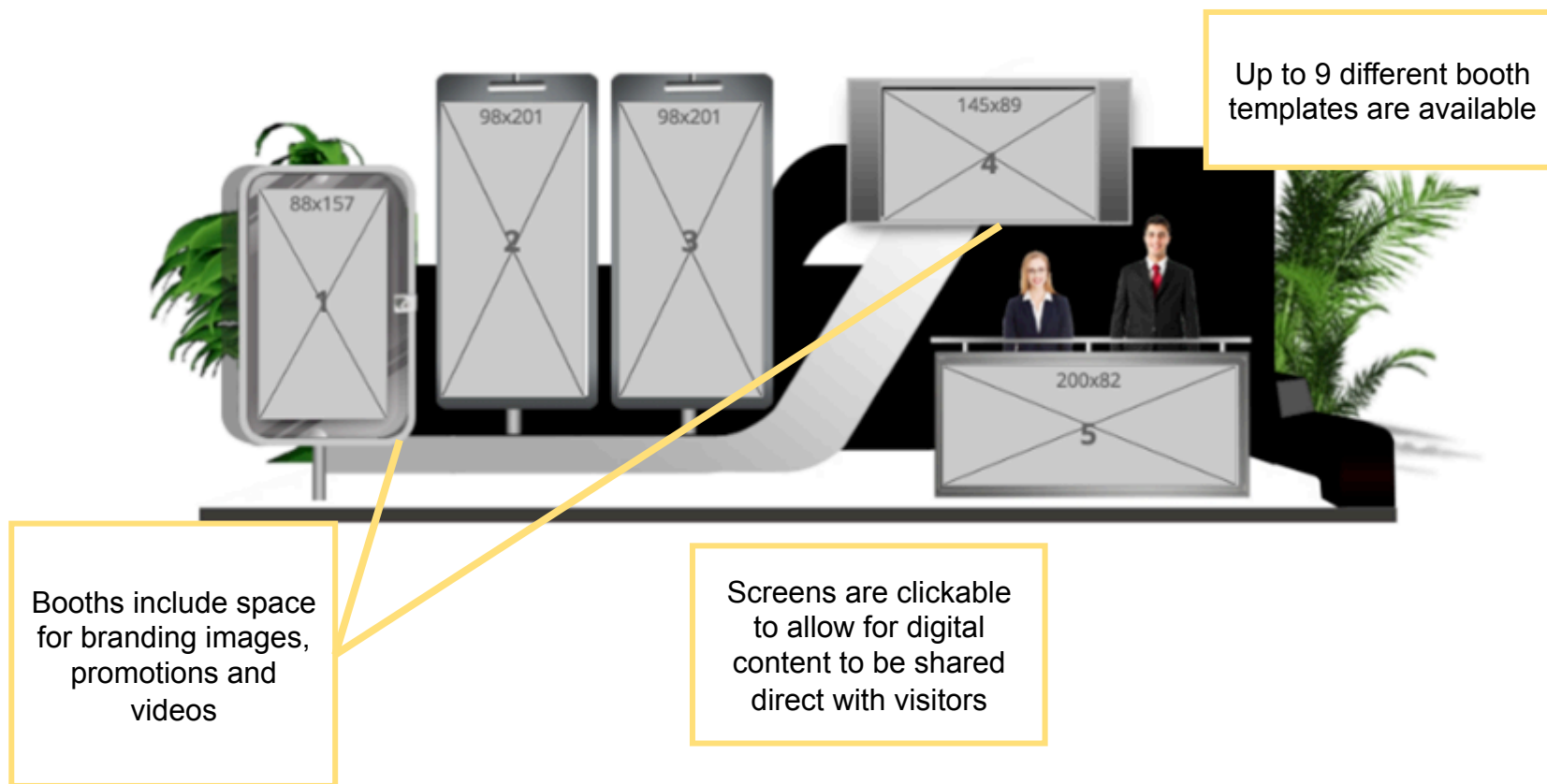
Thank you so much for your help. I can't wait to add these items to my collection. Please do email me your catalogue next month. And thanks for your recommendation on checking out that society booth, sounds like they are my crowd! I'll head over there now.

A video pop up can connect booth reps and visitors face to face

*Actual booth designs may differ from image.

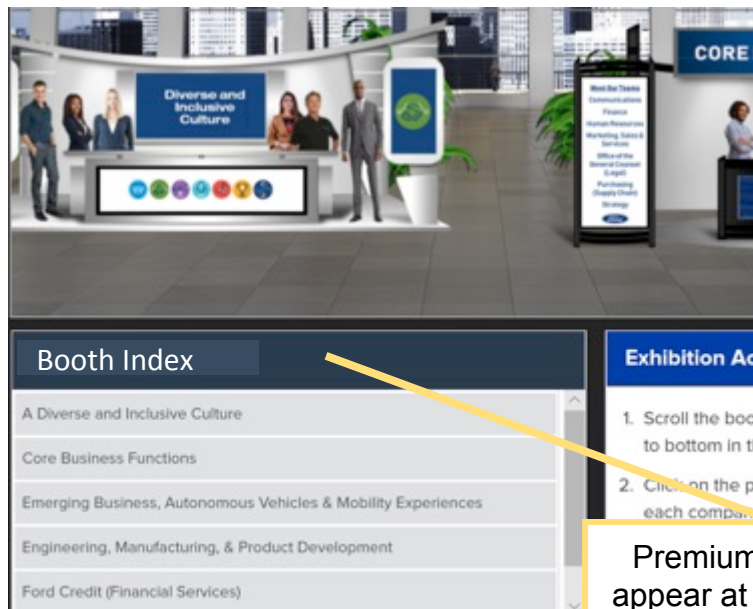


Booths can be customised to suit your company or society

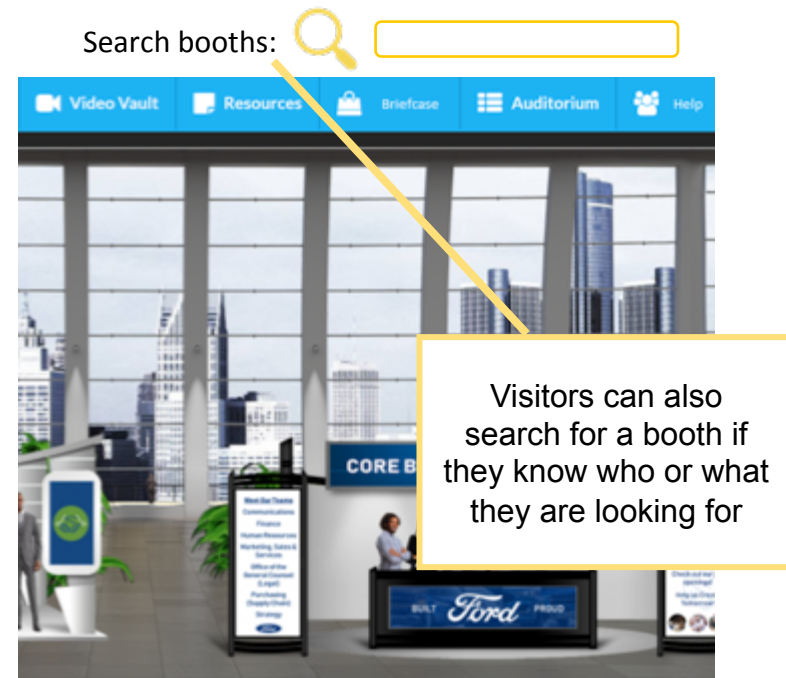


*Actual booth designs may differ from image.

A booth index and 'Search booths' function provide navigation options



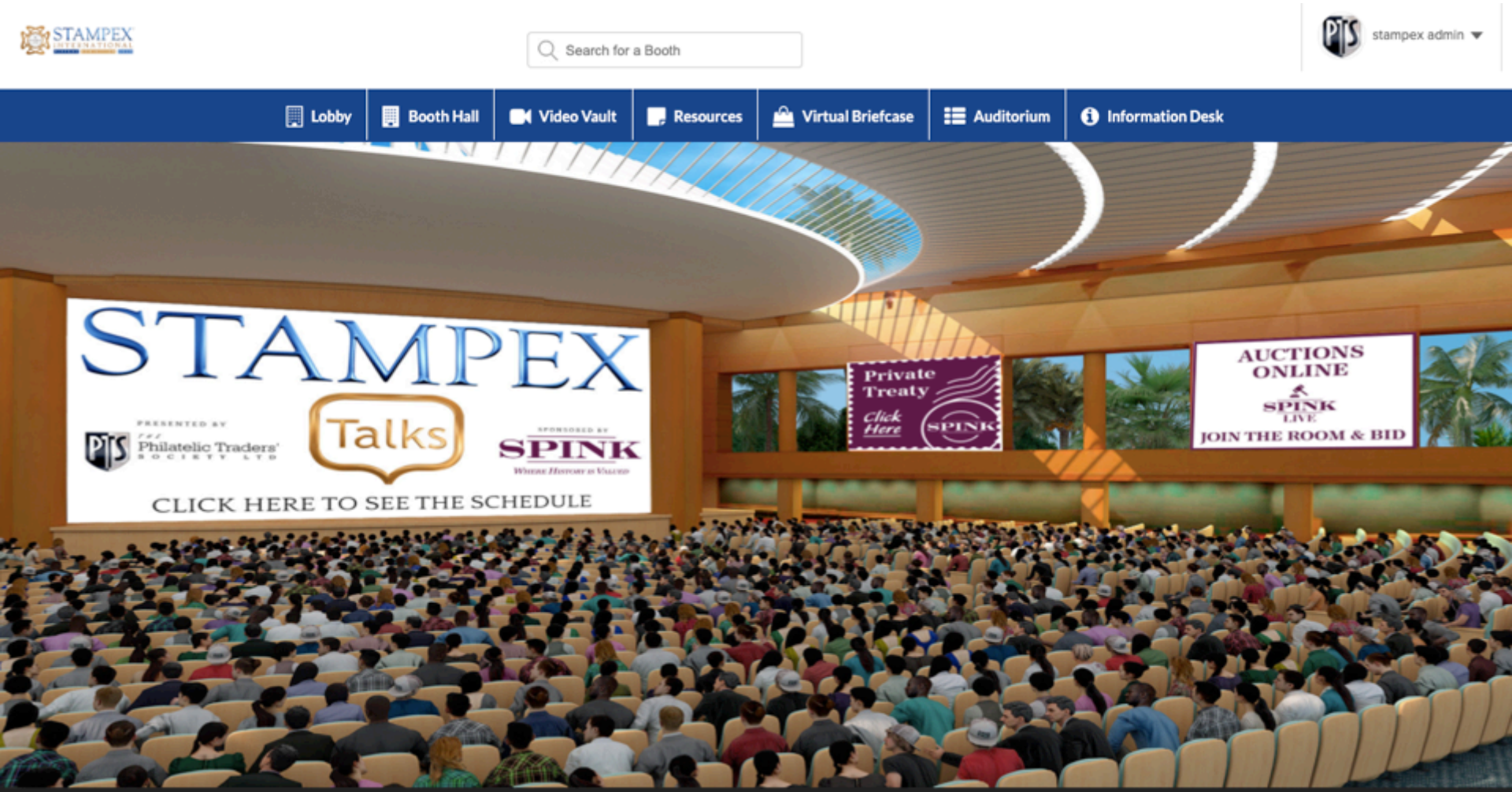
Premium Booths will appear at the top of the Exhibitors Index. Other booths will appear in alphabetical order



Visitors can also search for a booth if they know who or what they are looking for

* Actual floor and booth designs may differ from images

The Auditorium will be home to Stampex Talks which will include meet the dealer chats and collector presentations



Live support will be available to visitors and booth holders 24 hours a day



Search for a Booth



stampex admin ▼

Lobby

Booth Hall

Video Vault

Resources

Virtual Information Desk

Information Desk

The Information Desk will be staffed to answer visitor questions and guide visitors around the show

Visitors will be able to buy Stampex Smiler sheets

A Show Guide will give details of booths, Talks, Court of Honour and other show highlights as well as articles and games aimed at encouraging visitors to move around the show

Additional editorial and advertising opportunities in the Show Guide will be made available to booth holders

Info

The Lounge which will be a space for collectors to meet, network and connect

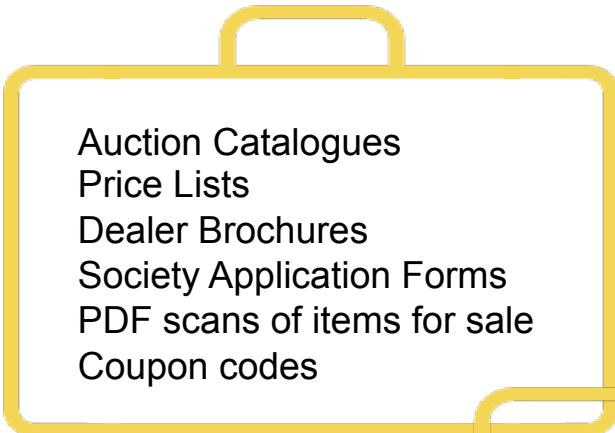


NEW FEATURE

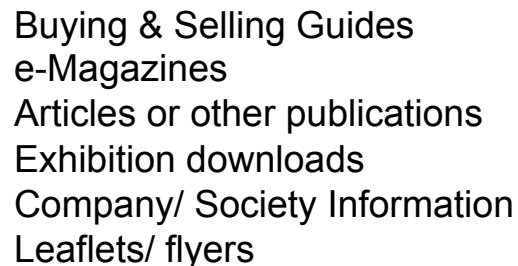
A space to visit and connect with societies, meet other collectors and ask questions

A personalised Virtual Briefcase/swag bag allows visitors to take away your materials

- Stampex's Virtual Briefcase means visitors are no longer restricted by how many catalogues and brochures they can physically carry
- Visitors can pick up brochures, catalogues, price guides, information packs, leaflets and more from booths and from around the show
- Booths can get creative as to what they provide as files for visitors
- Visitors register with their email address in order to be able to attend the show and use the Briefcase function. At the end of the show, visitors are emailed the Briefcase contents



Auction Catalogues
Price Lists
Dealer Brochures
Society Application Forms
PDF scans of items for sale
Coupon codes



Buying & Selling Guides
e-Magazines
Articles or other publications
Exhibition downloads
Company/ Society Information
Leaflets/ flyers



The show is available on most devices including Apple, Android, PC & Mac

"My stamp business is not set up for physical stamp shows but Virtual Stampex is perfect. I feel lucky to be a PTS Member and have this opportunity to showcase my brand."

"Our stamp club is always looking for ways to attract new members from all around the world. We can't wait for this!"

"Lots of my customers, social followers and stamp friends can't fly to London for Stampex so I can't wait to meet them at Virtual Stampex. I'm going to be really proud to show off all the best bits about our hobby and our trade."

"This is different. We will still do the physical Stampex but we hope to meet lots of new and different clients and contacts here."

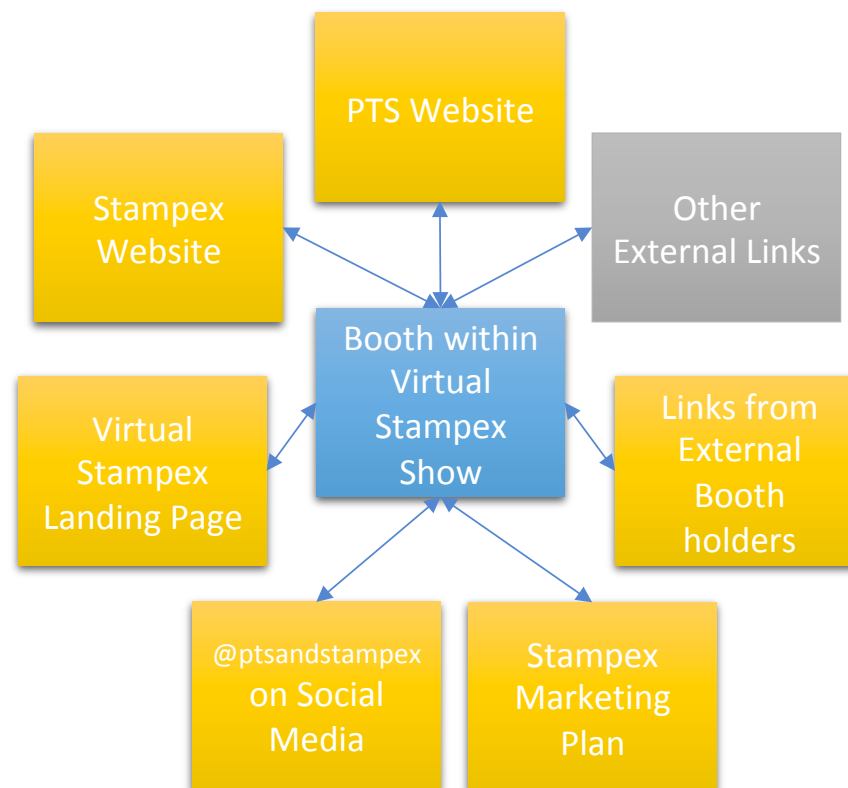


*Actual lobby design and format may differ from image.

‘Booth Life’ is 30 days

Booth exposure is several months

- Whilst the interactive live show opening times are 25 – 27th March, Virtual Stampex will be open for visitors to navigate around for a total of 30 days
- Live functions such as webinars and live chat will only be available from 25-27th March but all other booth branding, downloads and links will be available for days before and after the show
- In the on demand period people can leave messages with booth holders
- That's more time for visitors to discover new booths, philatelic offers and services
- From the moment you book your booth, your company or society will be listed on the Stampex International website and announced on social media so exposure is as long as June through to November



*Number of days before and number of days after the live interactive show still to be confirmed, but 'booth life' will be a total of 30 days

You will receive a marketing pack to help you promote your booth

Your marketing pack will include:

- Virtual Stampex logo to use on your website
- A selection of social media posts images and words to share on your own channels
- A press release for you to share with your local philatelic press and other interested parties
- A virtual flyer
- A downloadable and printable flyer for distribution within catalogues or other mail shots
- A full-page advertisement for use in printed and your digital publications e.g. catalogues
- Banner ads for your website

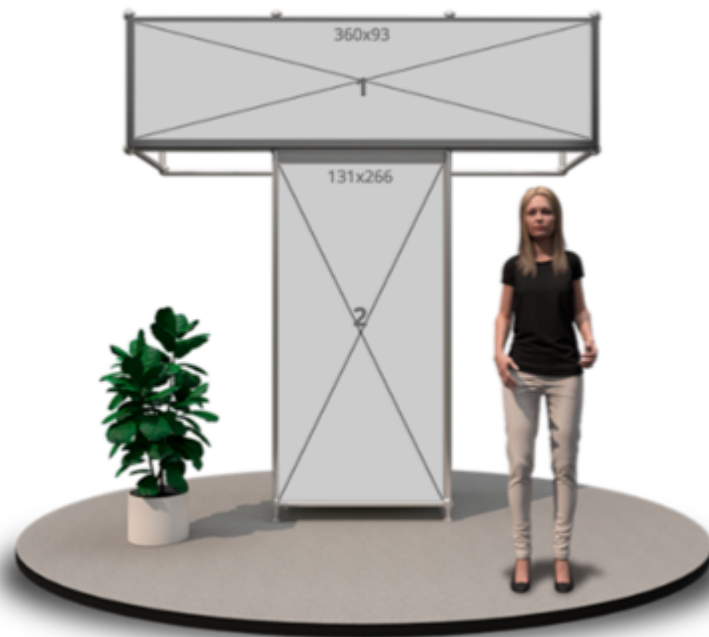
You will also receive ideas throughout the show campaign period on how to can increase registrations and interest in the show



*Any printing and distribution costs of flyers is funded by the booth holder

Simple Booth

- Booth template is provided with ability to upload image(s)
- Interactive audio, video and text chat function
- One hyperlink or file on booth
- Booth name on Booth Index and on Booth listing on Stampex International website
- Support from the PTS and Stampex team along the way including access to the booth holders Facebook Group for real time comms, Q&A sessions and regular email updates
- Price for one Simple Booth: £250**
- Gold PTS Members** pay £250 to be in both booth halls.
- Additional link on booth (hyperlink or file): £100 per link
- 3 “Tannoy” announcements: £75



*Sample booth design for illustrative purposes

*Prices are exclusive of VAT. All content including booth content is the sole responsibility of the booth holder

Standard Booth

- PTS Choose from 2 different booth templates
- PTS Change the colour of your booth inline with your brand colours
- PTS Interactive audio, video and text chat function
- PTS Up to 5 links or files on booth
- PTS Booth name on Booth Index and on Booth listing on Stampex International website
- PTS 1 social media post on confirmation of booking and 1 social media post in August/ September
- PTS Opportunity to submit a blog post for inclusion on the Stampex blog (leading into Newsletter distribution)
- PTS Support from the PTS and Stampex team along the way including access to the booth holders Facebook Group for real time comms, Q&A sessions and regular email updates

- PTS **Price for one Standard Booth: £450**
- PTS **Gold PTS Members** pay £250 to be in both booth halls.
- PTS Additional link on booth (hyperlink or file): £100 per link
- PTS 3 “Tannoy” announcements: £75



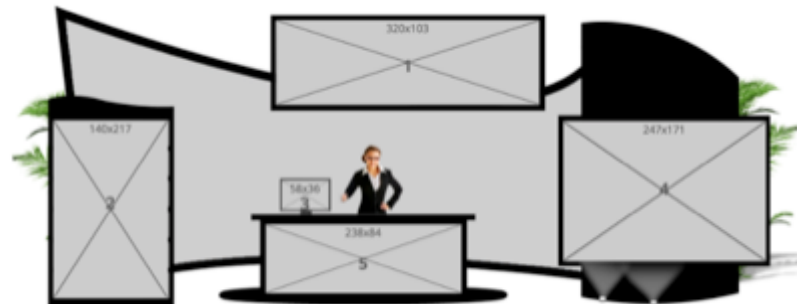
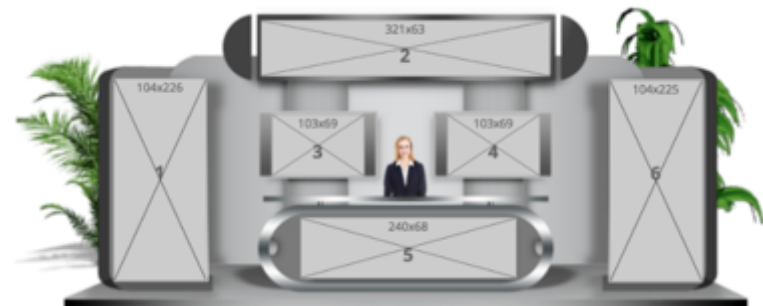
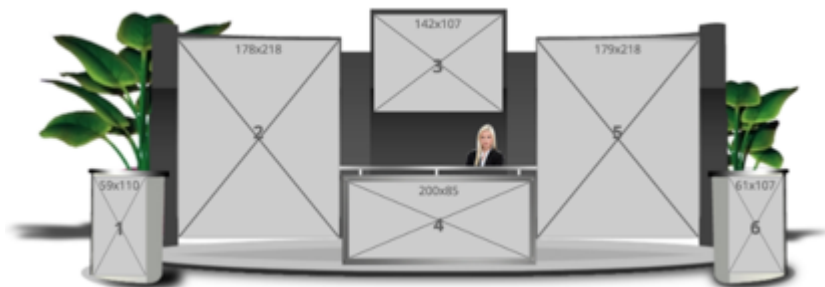
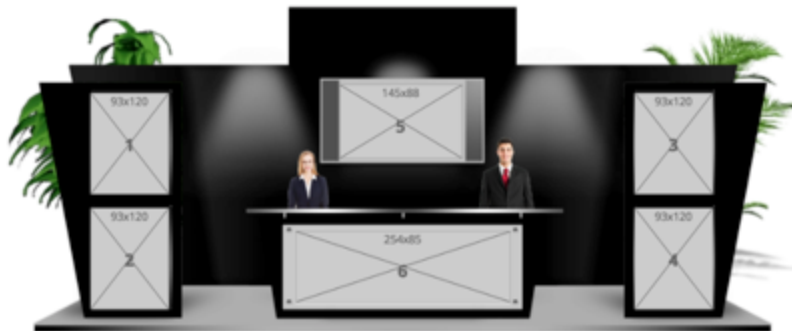
*Sample booth design for illustrative purposes

*Prices are exclusive of VAT. All content including booth content, advertising, social, editorial etc. is the sole responsibility of the booth holder

Premium Booth

- PTS Choose from all 6 different booth templates
 - PTS Change the colour of your booth inline with your brand
 - PTS Interactive audio, video and text chat function
 - PTS Unlimited number of links and files on booth
 - PTS Enhanced position on scrolling floor as visitors enter hall and on booth index
 - PTS Booth name on Registration Landing Page, Booth Index and on Booth listing on Stampex International website
 - PTS 1 social media post on confirmation of booking and 4 social media posts
 - PTS Banner advert in the newsletter
 - PTS News mention on the blog and within the newsletter
 - PTS 1 banner ad in the newsletter
 - PTS Access to visitor data captured on booth(s) & chance for an opt in email for everyone if they don't specifically sign up to the stand
 - PTS Three "Tannoy" announcements during the live show directing people to your booth
 - PTS Support from the PTS and Stampex team along the way including access to the booth holders Facebook Group for real time comms, Q&A sessions and regular email updates
 - PTS **Price for one Premium Booth: £1,250**
 - PTS **Gold PTS Members** pay £250 to be in both booth halls.
 - PTS Addition of an advertising tile in the main lobby with a direct link to your booth: £500 (limited availability, first come first served)
 - PTS See over for sample booths for illustrative purposes.
- *Prices are exclusive of VAT. All content, including booth content, advertising, social, editorial etc. is the sole responsibility of the booth holder
- PTS Editorial inclusion in virtual show guide

Premium Booth sample designs



* Sample booth designs for illustrative purposes



Other costs to consider

- PTS No travel or logistics costs
- PTS No hotel and restaurant costs
- PTS No printing costs or signage
- PTS No display case or pricing label costs
- PTS No crate hire, table cloth hire, additional furniture hire
- PTS No physical insurance in case of theft
- PTS No time spent packing up and packing down or reconfiguring stock
- PTS No time spent travelling
- PTS Consider staffing costs to manage your desired interactive booth opening hours
- PTS Consider graphic design costs associated with preparing files and images for your booth build (the PTS has a recommended graphic designer if you do not know someone)
- PTS Consider if you need to make any computer, smart phone and internet bandwidth upgrades to allow you to chat via audio/video
- PTS Consider any insurance you may need to take out with regards to professional indemnity or online content
- PTS Cost of PTS Membership if applying (<https://www.thepts.net>)



How we will be marketing the show to maximise visitor numbers

- PTS and Stampex initiatives to drive Newsletter subscriptions and Event Registrations incl. Competition Series, press releases, feature articles
- Partner and Premium Booth influencer activities
- Focus on global online event listings and targeted news pieces
- Robust PR Campaign focused on philatelic and non-philatelic press
- Paid advertising in high traffic philatelic locations and social media as well as high circulation targets we know have generated results for other PTS and Stampex campaigns
- Marketing of new features including virtual social events, Court of Honour, Ask an Expert etc.
- Stampex Newsletter frequency increased from monthly to fortnightly from June, and increased to weekly from September, then daily during Virtual Stampex week (Wednesday before opening to Sunday after closing) – you can sign up to the Stampex Newsletter here: <https://www.stampexinternational.co.uk/signup.html>
- Increased frequency and collaboration of Social Media content at @ptsandstampex, including up to 180 Premium Booth and Partner posts in August and September
- Blog content will be loaded every few days on both the PTS and Stampex websites



How to book a booth

- ❏ To book your booth, book online or email the PTS
- ❏ Full payment is required on receipt of invoice.
- ❏ Pay by 15th December to secure your original booth space.
- ❏ The earlier you secure your booking, the more central your booth will be to the hall entrance within your booth type (Premium, then Standard, then Simple).

Booth are OPEN



**[www.thepts.net/
bookabooth](http://www.thepts.net/bookabooth)**



: +44 (0) 7788793268



: isobel@thepts.net

Book online

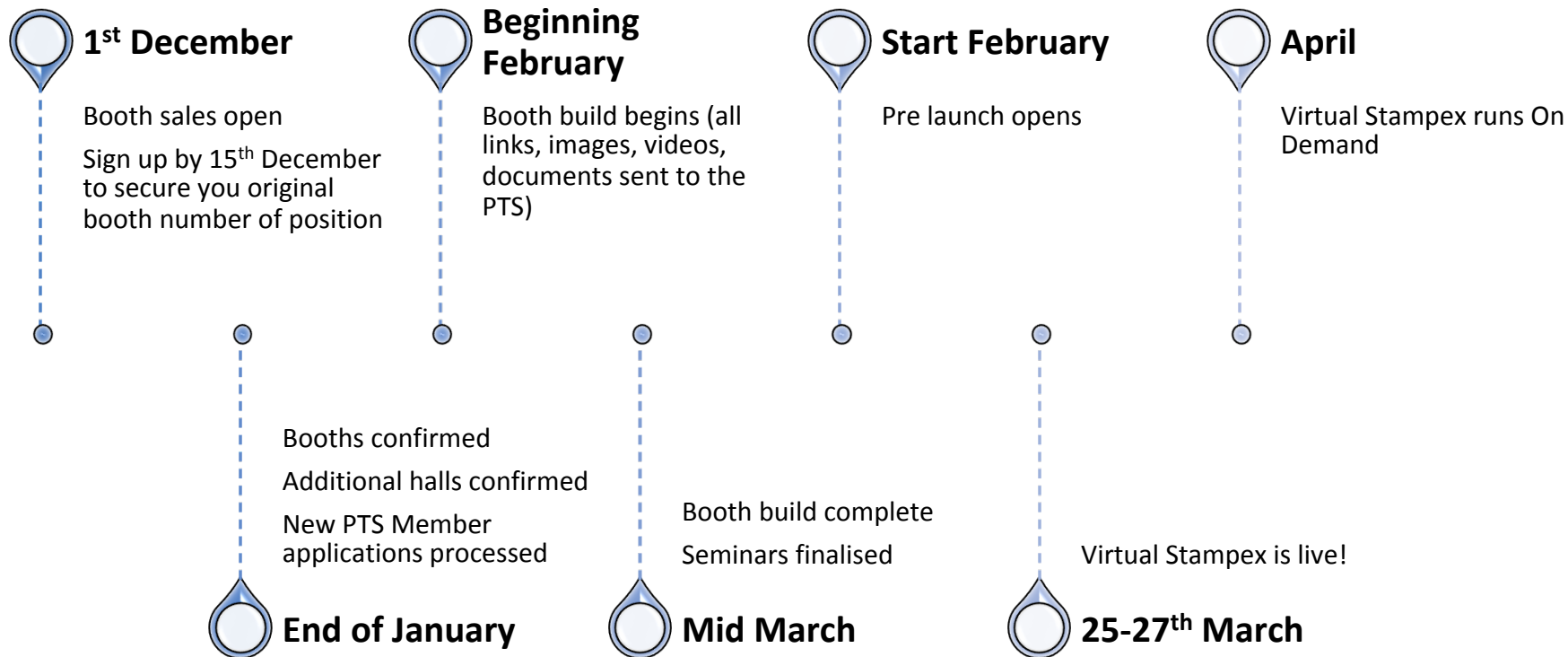


**If the team are not able to take your call,
please leave a message and we will get
back to you as soon as we can.**

**Premium Booths will be most central, then Standard Booths, then Simple Booths*



High level booth build calendar



Frequently Asked Questions







My Booth

- ❏ **Can I have a booth without the chat function and just have images and links?** Yes. You can do as much or as little as you like. The only thing you'll need to do in this case is provide the images and links.
- ❏ **Can I use Zoom/ FaceTime from my booth?** There is no need for visitors and booth holders to run multiple engagement platforms. Video and audio is integrated within the virtual show chat function. Alternatively, you could add a link on your booth to your own hosted zoom events. You could also have a link to allow visitors to book a private slot with you to discuss their collecting needs or interests.
- ❏ **Can I put my own face and/or body behind the stand?** A choice of template avatars is available as standard. You can also choose not to have an avatar but just to have your booth and images/ links. Your face can be made available in the chat function if you include a photo to upload to your profile as part of your booth build.
- ❏ **Who builds my booth?** The PTS and Stampex Team will build your booth for you. You will need to provide the necessary information as per the build timelines. Template and document guidelines will be provided.
- ❏ **Do I need to be available 24 hours a day for three days straight?** You can choose what hours you are available depending on which time zones you'd like to serve. You can also have multiple reps on one booth so you could handover to another. Alternatively, you can choose to have an "unmanned" booth.
- ❏ **Will I be able to see how many referrals my own website/ eBay store is getting from my booth?** Premium Booth holders will receive some data after the show but we recommend booths track their own acquisition from Virtual Stampex using their own insights tools (e.g. Google Analytics)







Frequently Asked Questions

What do I need to do to get ready for Virtual Stampex?

-  Book your booth, prepare the files, images, links etc. for your booth
-  Prepare what you will need for the show itself e.g. staffing to help with chats, extra stock loaded onto your store, updated website to link visitors to, updated brochures, a pre-recorded video etc.
-  Ensure your own set up including audio/video and internet speed is suitable
-  Send necessary files to the PTS and Stampex Team on time and in the correct formats
-  Attend a training session on the basic on how to run your booth including how to chat
-  Market your attendance at the show

Booth Pricing

-  **Can I have two booths or three?** Yes, you can choose if you would like the two booths together or separated along the scrolling floor, left or right. For Premium Booths, additional booths in the Standard Booth zone with Premium level features can be added for just £450+ VAT.
-  **Are any discounts available?** We do not offer any discounts or offers on booth pricing or additions.
-  **When do I need to pay for my booth?** Premium Booths including lobby tile spaces must be paid for on receipt of invoice (issued on booking). Standard and Simple Booths must be paid for by 31st July.
-  **Can I use some of my Autumn Stampex at the BDC credit towards my booth cost?** Yes, if you'd rather move some of your credit over to your Virtual booth rather than a) take a refund or b) move your funds forward to Spring Stampex at the BDC, you can request this.

* All decisions relating to Virtual Stampex are at the discretion of the PTS.



Frequently Asked Questions

Technical/ Data




- ❏ **Do I need to download Zoom or an app to be able to use the booth's Audio and Video functions?**
 - ❏ No, text, audio and video functionality is all built into the Virtual Stampex experience. There is no need for any software download for booth holders or visitors.
- ❏ **Are there any issues with download speed or bandwidth issues if there are so many booths, files and webinars all live at the same time?**
 - ❏ There are no loading or bandwidth issues on the Virtual Stampex side. Issues of slow downloads, delays in interactions or frozen videos are on the side of the user and their internet speed. Users may be booth holders, Stampex Talks hosts or visitors. We recommend all booth holders and speakers check that their internet speed is suitable for activities like live streaming TV and watching YouTube channels. Visitors will also be advised that their Virtual experience may be slow if they have a poor internet connection on their device.
- ❏ **Is Virtual Stampex GDPR Compliant?**
 - ❏ Virtual Stampex is hosted by vFairs.com. vFairs.com's data privacy SLA states that vFairs will constantly ensure the use of the latest state-of-the art technology and procedures at its disposal to guarantee the security of the data hosted. Booth holder information will be held as per the PTS Stamp and Coin Exhibitions Ltd. data privacy policy. On registration, visitors will agree to the terms and conditions of attending the virtual show which will include information on how their data will be used. Individual booth holders are required to meet GDPR compliance on data exchanged on their own booths including chats.



Frequently Asked Questions

PTS Membership


Do I need to be a PTS Member to take a booth?

-  Yes, you need to be a PTS Member to take a booth. This ensures all booth holders are vetted and approved so we can ensure the philatelic integrity of Stampex International. We want visitors to know that they can trust those they are buying from, selling to, or getting advice from. The PTS can also help facilitate any issues between booth holders and visitors, giving all parties peace of mind.
-  If you are a philatelic society, provided you are recognised within your national society body, you can take a booth.
-  If you are not sure if you need to become a member, you can contact us at info@thepts.net


How do I become a PTS Member?

-  You can apply here: <https://www.thepts.net/>

How long does the application approval process take?

-  The process can take up to 3 months but we will endeavour to process applications relating to Virtual Stampex booths within 1 month.

Can I still book a booth while I am waiting for my PTS Membership to be approved?

-  Your booking will be held in a pending state until your PTS Membership application is processed. If your application is successful, you will then be invoiced for your booth.





STAMPEX®
INTERNATIONAL
VIRTUAL EXHIBITION 2020

Be part of the online revolution.

Book online

