





Virtual Stampex 2023

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Brought to you by:



Version: 30th January 2023.





NEW for 2023

Member Opportunities

- 2 PTS Members can now share a Standard Booth, providing a more cost effective way of boosting presence and links than purchasing two Simple Booths
- All booth holders can book a one hour slot on the "Meet the Dealer" Roundtable as an opportunity to present material and share stories with up to 15 visitors (FREE to all Booth holders)
- Booth holders may also sponsor their own dedicated Roundtable to use as they'd like, or a PTS facilitated Roundtable
- A custom booth avatar (your face!) is available for an additional £295+VAT

Functional Improvements

- "Philatelic Matchmaking" allows collectors to connect to each other/ or a dealer via video link
- Roundtables can be booked to meet with up to 16 people on hot topic discussions, "Meet the Dealer", knowledge sharing and more.
- Chat is now fully integrated in the platform rather than launching in a separate window
- Booth holders can see who is at their stand and initiate chat, rather than wait for visitor to initiate
- Booth holders can set status e.g. "Away", and can schedule specific chat times with visitors
- Access extended to vFairs app, as well as Desktop and Mobile





Book Now!

Booking Guidelines

- If you book the same booth type as your 2021
 Booth, you will keep your position on the floor plan, and be given the same Booth number.
- If you change your booth type, you will be given the next available slot on the floor, and the next available Booth number.
- If you have not done Virtual Stampex before, your booth position and number will be the next available on the floor depending on Booth Type.
- Book early to secure the best possible position on the floor!

How to Book

 Book via our online <u>Booking Form</u> at https://www.stampexinternatonal.com/bookabooth

Booking Form

- If you have any questions, or would like to discuss options, call the office +44 (0) 203 488 3457, or email Suzanne – <u>suzanne@thepts.net</u>
- If you are a Premium Booth Holder and require a Lobby Tile, you must book before March 17th
- Booth Bookings close on the April 6th
- All Booth Build information must be provided to the PTS by the April 6th





What is Virtual Stampex?

Virtual Stampex

- Virtual Stampex gives PTS Members another opportunity to promote their business, sell, connect with collectors and those seeking valuations, build mailing lists, share their expertise and get their brand out there, to new audiences.
- Virtual Stampex gives collectors around the world the chance to explore the very best of the Stampex brand from the comfort of their own home.
- Virtual Stampex provides magazines, societies, blog owners, YouTube channel owners and more with a global philatelic event to talk about and celebrate.

Useful links and articles from previous events:

- PTS Booth Holder Demo for 2021: https://www.youtube.com/watch?v=SoBXz-iKHAM
- VS 2021 Show Review: <u>https://www.youtube.com/watch?v=tUA1Zc14YGw</u>
- Exploring Stamps "exploring Virtual Stampex": https://www.youtube.com/watch?v=6VntkyD96jY
- Conversations with Philatelists: https://www.youtube.com/watch?v=-ewMgb6HZ3Q https://www.youtube.com/watch?v=PabcrMI9JCc





Making Virtual Stampex work for you

Top measures of success:

- Sales. At Virtual Stampex, you link directly to your own sales platform e.g. your website, eBay shop, Delcampe etc. There are no additional sales fees applied by the PTS.
- Customer data/ "hits". As customers link directly to your shop, you can maximise retention of customer information and contact whether that be adding a business card to an order, or having clients sign up to your mailing list.
- Subscribers/ Followers. Use your booth to encourage visitors to sign up to your mailing list, or to follow you on social media.
- Client contacts for valuations, future collecting needs (want lists), auction awareness

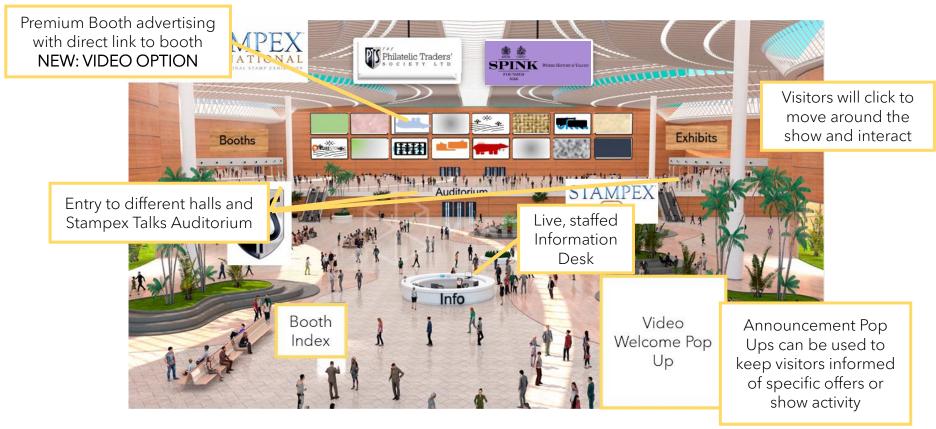
More success measures we know members would like:

- Brand exposure. As soon as you've booked your booth, your company will be marked as a Virtual Stampex Booth holder. Indirectly, this may lead to clicks on your website, member profile, social links and more.
- Online community exposure. Even if your brand is not very "digital", Virtual Stampex gives you an easy way to present your company to a digitally aware collector community – giving you the opportunity to test out a new website/ store or helping you grow or step into the online distribution list/ social media space.
- **Global reach.** Unlike a physical show, there are no barriers to reaching the global community at Virtual Stampex.





Visitors will enter Virtual Stampex via our interactive lobby

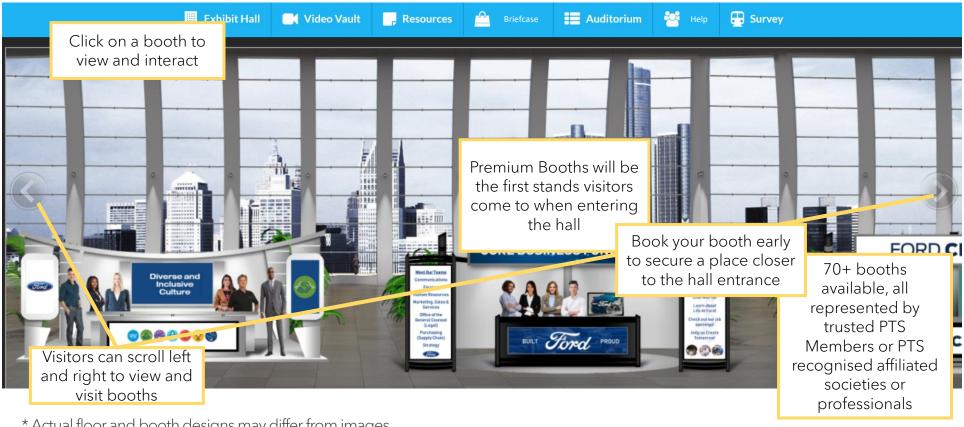


*Actual lobby design may differ from image





An interactive scrolling floor will help guide visitors through the show

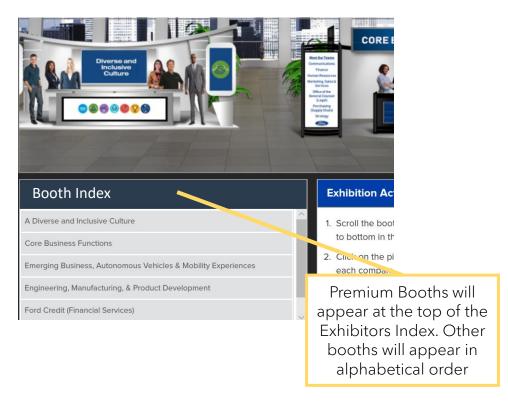


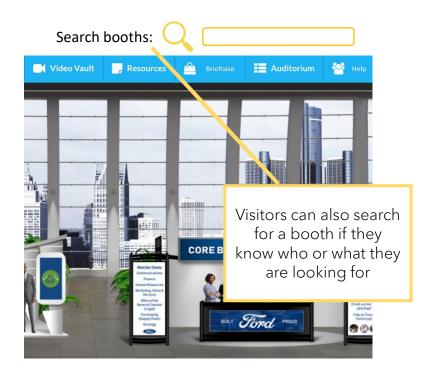
^{*} Actual floor and booth designs may differ from images





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



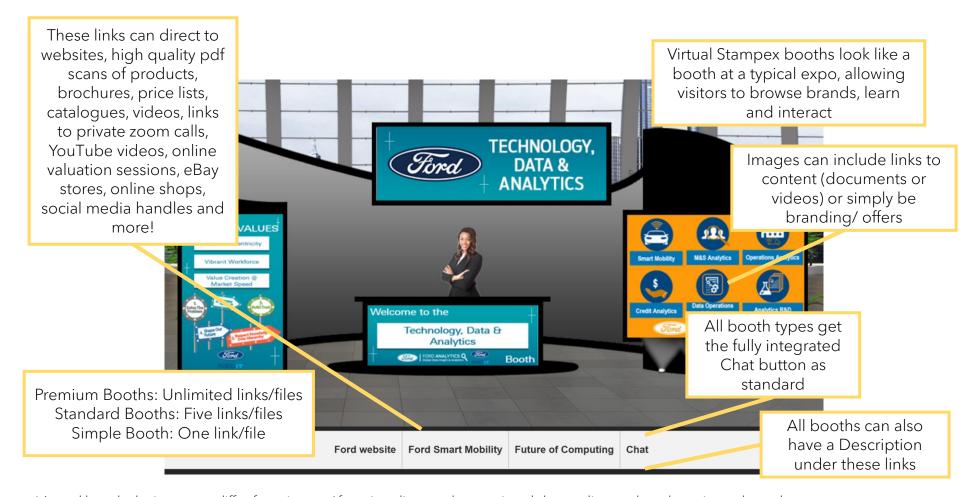


^{*} Actual floor and booth designs may differ from images





Booths are interactive



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

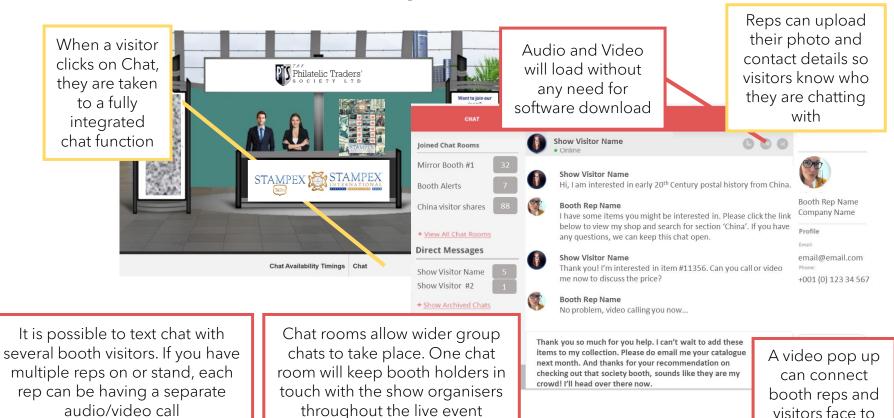






visitors face to face

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

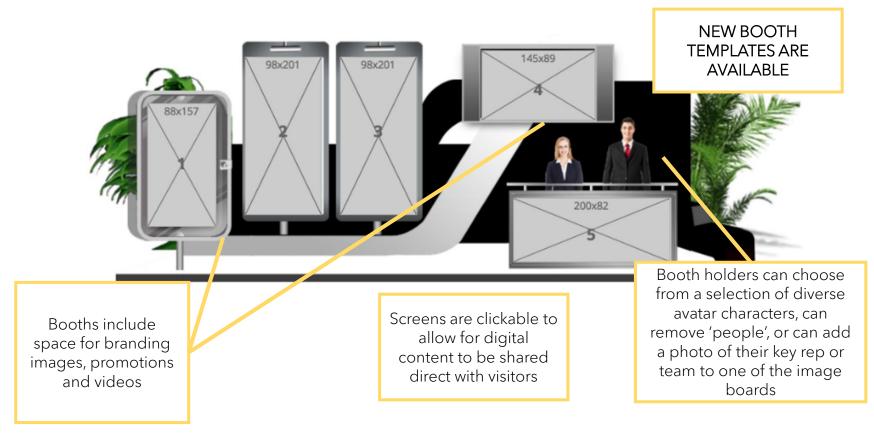


*Actual booth designs may differ from image.





Philatelic Traders' Society Lind Booths can be customised to suit your company or society



*Actual booth designs may differ from image.





Philatelic Traders' Society Visitors will find a variety of philatelic booths at the show

"We're going to sign a whole range of new collectors up to our mailing list."

"The visitors to **Virtual Stampex** will be digitally aware so it's a perfect place to promote our new website."

Stamp dealers Auction houses eBay/ online stamp shops Philatelic supplies **Publishers**

"One of our objectives this year is to extend our reach into new geographies. This is a great opportunity!"

Philatelic societies Postal administrations Magazines and apps Museums Professional services

"This is a chance to be seen amongst some big names in philately."

Buy, sell, learn, connect, explore.





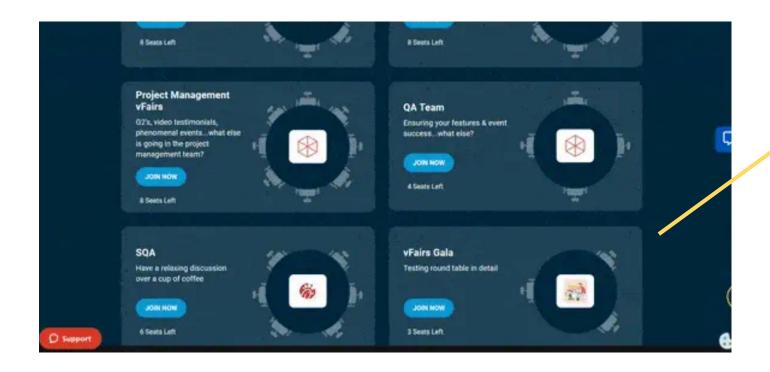
Philatelic Traders' 10 live Stampex Talks will be hosted in our virtual auditorium during the show



*Auditorium design may differ from image



NEW: Roundtables will allow visitors and PTS Members to connect on a wide range of topics.



A range of topics will be available to maximise attendance

Roundtables give you the option to talk on audio or turn on your camera. It's a little like a private Zoom meeting with up to 16 people.

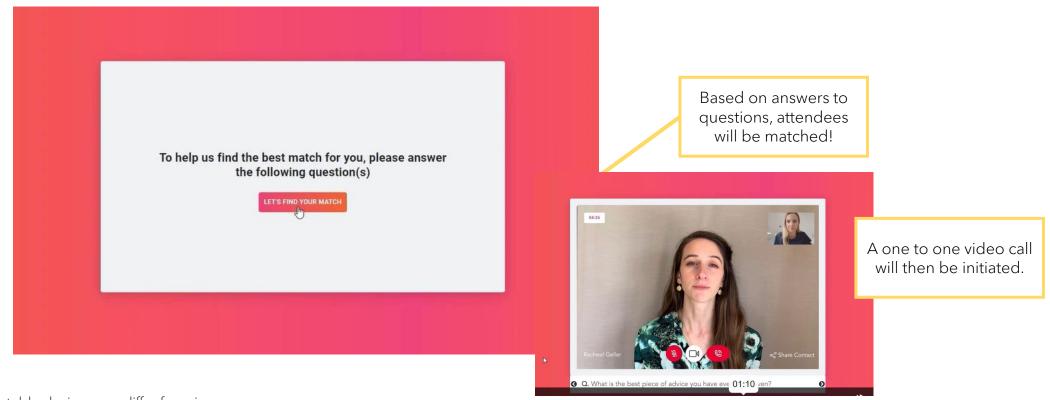
Attendees have to "sit down" at the table.

*Rountable design may differ from image





NEW: Philatelic Matchmaking will connect visitors and PTS Members with similar interests - perfect for want list discussions and collectors seeking valuation advice.







Bugs

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



*Info Desk design may differ from image





A personalised Virtual Briefcase 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 & via the vFairs app

"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.





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





Other costs to consider

- No travel or logistics costs
- No hotel and restaurant costs
- No printing costs or signage
- No display case or pricing label costs
- No crate hire, table cloth hire, additional furniture hire
- No physical insurance in case of theft
- No time spent packing up and packing down or reconfiguring stock
- No time spent travelling

- Consider staffing costs to manage your desired interactive booth opening hours
- 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)
- Consider if you need to make any computer, smart phone and internet bandwidth upgrades to allow you to chat via audio/video
- Consider any insurance you may need to take out with regards to professional indemnity or online content
- Cost of PTS Membership if applying (https://www.thepts.net)





'Booth Life' is 30 days Booth exposure is several months

- Whilst the interactive show opening times are 4th 6th May, Virtual Stampex will be able for visitors to navigate around for a total of 30 days
- Live functions such as webinars and live chat will only be available from 4th 6th May but all other booth branding, downloads and links will be available for days before and after the show
- 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 January through to June.







Key Activities

You, the Booth holder can:

- 1. Book your booth: www.stampexinternatonal.com/bookabooth
- 2. Promote your attendance to your clients and in wider advertising channels e.g. social media, mailing lists, print/ web ads, on price lists etc.
- 3. During Feb, March, consider how you'd like your booth to look, when you will staff it, what offers you might have, special items to show ... and complete your Booth Build Form (link to follow)
- 4. Continue to promote your attendance, promote your offers/ special items provide the PTS with videos/ photos/ stories/ quotes/ offers
- 5. In April, join or watch a recorded training session to make the most of your attendance.
- 6. 4th 6th May turn up at Virtual Stampex!

The PTS Team will:

- 1. Promote your attendance at the event
- 2. Promote any material you provide videos/ photos/ stories/ quotes/ offers to help boost the number of visitors who connect with you at the show, and more generally
- 3. Build your Booth for you, and check you are happy with it before making it "live"
- 4. Help you with any questions you have ahead of the show, and provide as much information, training, tips as possible to ensure you get the most from the show
- 5. Build the rest of the show out including Talks, Roundtable discussions, Exhibiting Experience and more, to attract as many visitors as possible
- 6. $4^{th} 6^{th}$ May turn up to be with you 24 x 7





Top Tips

Ahead of the show

- Inform your clients/ distribution list/ social following that you will be available for live chat during the show so that they can chat to you via video about their collection needs.
- If you have a special offer for visitors to your Booth, make sure you send your clients teasers and incentives to register and visit.
- Promote your attendance at the show the Virtual Stampex brand is strong and recognised globally, so link your brand to the show as early and as often as possible.
- Set up a page on your own website with more links and offers which you can link to from your Booth.

During the show and On Demand period

- Be active on the chat if you can. You don't need to chat – your Booth will still be interactive with links – but with the new functionality allowing you to proactively engage with those who are at your booth, why not connect? It's the same as someone slowing down as they walk past your stand at a physical show, and you might say "Hello, do you collect anything in particular that I might be able to help with?"
- Keep promoting your presence via your mailing lists/ social presence to encourage engagement with your existing and potentially new clients.
- Get involved in wider show initiatives like "Meet the Dealer" – the opportunity is there for potential upside thanks to more engagement and promotion, so why not take it?!





Why the 4th – 6th May?

The PTS Council created a Sub-Committee Group to discuss various aspects of Virtual Stampex.

Council had always said May/June would be a good time in the philatelic calendar to run Virtual Stampex. May 6th is a good date for GB philately. In 2023, King Charles III will be coronated on May 6th, so it gives us an added campaign angle.

Whilst a 72 hour show felt like the right duration, particularly as there would be visitors (and booth holders) who might want to watch some of the Coronation coverage, it was felt that to run Friday – Sunday was not fair on PTS Members to have to staff the booth over the full weekend, and be back in the office on Monday. But, it was felt that at least one weekend day was important for collectors who might have to work or having other commitments during the week.

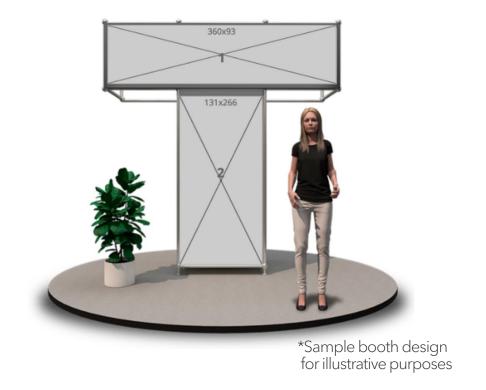
This is a global event, running for 72 hours straight, and with a 30 day On Demand period. With the added campaign angle, the team concluded there was more potential upside than downside to running it over the King's Coronation weekend.





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
- 1 social media post on confirmation of booking
- 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: £295



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





Standard Booth

- Choose from 2 different booth templates
- Interactive audio, video and text chat function
- Up to 5 links or files on booth
- Booth name on Booth Index and on Booth listing on Stampex International website
- 1 social media post on confirmation of booking and at least1 social media post in March/April
- Opportunity to submit a blog post for inclusion on the Stampex blog (leading into Newsletter distribution)
- 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 Standard Booth: £450
- 3 x cross platform "pop up" announcements during the live show directing people to your booth: £100 extra



*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

- Choose from all 6 different booth templates
- Interactive audio, video and text chat function
- Unlimited number of links and files on booth
- Enhanced position on scrolling floor as visitors enter hall and on booth index
- Booth name on Registration Landing Page, Booth Index and on Booth listing on Stampex International website
- 1 social media post on confirmation of booking and 4 social media posts in March/ April/May
- 1 banner ad in a PTS & Stampex Newsletter

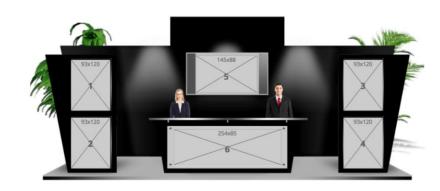
- Access to visitor data captured on booth(s)
 & chance for an opt in email for everyone if they don't specifically sign up to the stand
- 3 x cross platform "pop up" announcements during the live show directing people to your booth
- Support from the PTS and Stampex team along the way including access to the booth holders Facebook Group for real time comms, Q&A sessions and regular email updates
- Price for one Premium Booth: £1,350
- Addition of an advertising tile in the main lobby with a direct link to your booth: £500 (limited availability, first come first served)
- See over for sample booths for illustrative purposes...

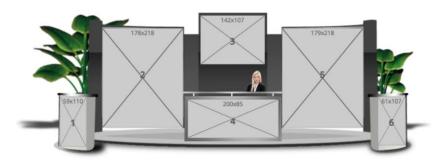
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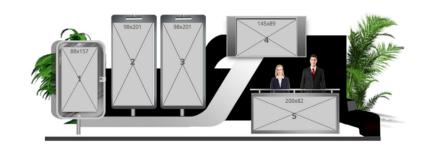


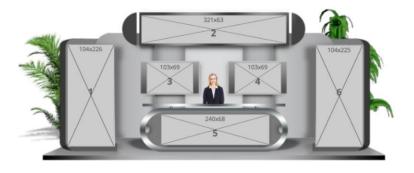


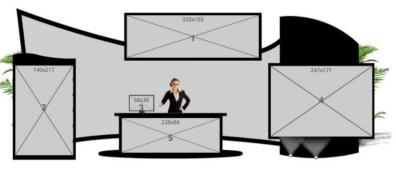
Philatelic Traders' S O C I E T Y L T D Premium Booth sample designs











^{*} Sample booth designs for illustrative purposes

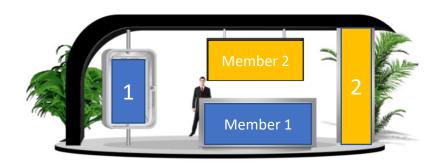




Booth Sharing

Are you looking for more brand presence and more links than a Simple Booth provides, and are happy to share a Standard Booth with another PTS Member? Booth Sharing is for you!

- Contract needs to be signed by one PTS
 Member who owns all booth build coordination
- Booth Name will be "Member 1 / Member 2" for example "XY Stamps/ AB Auctions"
- Both PTS Members / Teams will be set up with booth admin status to enable chat, status, bookings etc.
- Images can be designed per panel (A), or images could be designed as a joint panel (B)





*Sample booth designs for illustrative purposes





Gold Member Bonus

As a special thank you to our Gold Members who help us do even more to promote philately, we are offering all Gold Members one additional cross-show announcement when they book a Premium, Standard or Simple Booth.

To upgrade to Gold Membership and help the PTS do extra, please let Helen know by emailing office@thepts.net







Payment Terms/ Cancellation Policy

After you have submitted your Booth Booking Form, the PTS will email you to confirm your booking and confirm your Booth Number. The PTS Team will then add you to the Booth Holders list on the website, and announce your attendance across social media, and in any upcoming PTS & Stampex Newsletter.

You will then receive your invoice for Virtual Stampex 2023. The payment terms is 14 days. As this invoice must be paid before the Show Build, if you submit your Booth Booking Form in the two weeks before 6th April, the payment term will be immediate.

Thank you in advance for paying your invoice on time. This helps the PTS pay their bills associated with this event on time too.

Due to the way this digital event is built, no cancellations/ refunds will be granted after payment for your booth has been received. You do not need to staff your booth during the live event, but your booth presence will still be visible and all promotions associated with your booking will still be published.





Graphic Design Support

Curiosa can provide high impact booth compositions to set your company apart from the crowd at Virtual Stampex 2023.

Have your booth designed by the company that has created the overall look of Stampex since 2013.

For a friendly and professional service, contact via email: curiosa.arts@gmail.com or phone: +44 (0)7811 142714 to discuss your requirements.



*Curiosa is a PTS recommended supplier.





Roundtables

This year, Virtual Stampex will be home to a number of Roundtables. In a dedicated room, Roundtables allow up to 16 people to connect via video in a fully integrated space to discuss key areas of interest, debate hot topics and meet in an informal session at the show.

The PTS will be hosting 5 Roundtables at the event, and there are 4 sponsorship opportunities here, as well as an opportunity for all booth holders to have some Roundtable time. The 5 PTS hosted Roundtables are:

- 1. LEARN a Roundtable schedule dedicated to education, including facilitated sessions on topics such as expertising, exhibiting, beginner guides and more.
- 2. CONNECT a Roundtable schedule offering visitors a chance to meet key philatelic influencers and experts from around the world, as well as to meet Stampex Talks Auditorium speakers after a Talk.
- 3. EXPLORE a Roundtable schedule focussed on the hot topics of the moment such as what philately looks like in 2035, the future of catalogue publishing, digital exhibiting, NFT/crypto stamps
- 4. SOCIETIES a place for any philatelic society anywhere in the world to meet for a presentation, AGM or informal get together
- 5. MEET THE DEALER any booth holder can book a 30 or 60 minute slot to present to a wider group of collectors together, or ask questions





Roundtables

Want to further extend your brand presence at Virtual Stampex outside of the Booth Hall?

Roundtables 1-4 can be sponsored by a booth holder for just £950+VAT per Roundtable. The PTS Team will manage the schedule and facilitate the table on behalf of the sponsor, as well as market the sponsorship ahead of the show, and during the life and On Demand period.

Roundtable 5 is a free opportunity for any booth holder to take advantage of.

Any booth holder can also host their own dedicated, branded Roundtable at the show, to use as they'd like - whether that be to host a schedule of talks or discussions, or to simply allow groups of collectors or colleagues to meet at the show. A dedicated Roundtable is priced at £500+VAT.

If you are interested in Roundtable sponsorship, or a schedule slot, or to learn more, please contact Isobel.

FAQs





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. If you would like your own custom avatar, there is a cost associated with this.
- 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 in due course.
- 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. Alternative, 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)





- 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/ new stock loaded onto your store, updated website to link visitors to, updated brochures, a pre-recorded video etc.
 - Ensure your own technical set up is suitable including audio/video and internet speed
 - Send necessary files to the PTS Team on time and in the correct formats
 - Attend a training session on the basics of 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.
- Are any discounts available? We do not offer any discounts or offers on booth pricing or additions.

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





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 Philatelic Traders Society 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.





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 the Stampex brand. 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/apply-today
- 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.