

## 9 Exhibition catalogue

### 9.1 Content

The prime purpose of the catalogue is to give visitors information about the exhibition. It is also used by the judges to find their way around the exhibits and for them, the visitors, but more particularly, the exhibitors, it becomes a permanent record of the event.

The organising committee should obtain copies of earlier exhibition catalogues (their members may have copies or contact the previous organising committees) to consider design and content issues.

Typically, the catalogue will include the following:

- Welcome from a local dignitary (e.g. Mayor or Councillor) who may also be the person who is to officially open the exhibition (if such a function is to take place).
- Welcome from the Chairman of the organising committee.
- Acknowledgement of sponsors and a list of special prizes (preferably with some images) on offer.
- Timetable of activities throughout the exhibition e.g. opening closing times, meetings, Chairman's evening (if held), Palmarès, critique sessions, etc.
- Lists of the exhibition organising committee and members of the jury.
- A layout plan of the venue detailing frame numbers, the NZ Post and dealer stands and any other activity area (e.g. Youth Court).
- The description of exhibits by class and a table of exhibits by exhibitors.

It should include a paragraph detailing restriction on the taking of photographs as exhibitors have copyright over their exhibit. The following has been used in the past.

**Restriction on photography**

No photographs of individual exhibits may be made without the exhibitor's express permission being established to the satisfaction of either the Hall Manager [named] or the Exhibition Chairman [named].

In addition, the catalogue may contain:

- Editorial material – this may, for example, provide background to the theme or logo used for the show.
- Exhibit and class descriptions – a basic introduction for those who are not familiar with these to differentiate the classes of exhibits on show.
- Details of the NZ Post postmarks to be used during the show.
- Any other information relevant to the show.

It is most likely the catalogue will also have advertising – generally, but not necessarily only, from NZ Post and the dealers at the show. This is discussed below and at section 4.6.

### 9.2 Printing

Most recent NZ catalogues have been in A5 booklet format and printed in colour. The cost for advertising should cover the cost of printing in colour.

As implied in section 4.6 an advertiser (e.g. NZ Post or a dealer) may be willing to arrange the printing or cover a significant part of it in return for preferential advertising space. The committee needs to consider this before committing advertising space.

The elements of the catalogue which determine the earliest the catalogue can be printed are the details of exhibit entries and layout of the venue (particularly frames and dealer stands). Every effort should be made to resolve these issues as early as possible to avoid any undue pressure on the printer to print the required numbers and deliver them. However hard the committee tries there will always be some last-minute changes, but it is imperative the catalogues are available well before the show opens as the committee will have other matters requiring their attention at this stage.

The number to print is always difficult to assess. In section 9.3 the distribution to exhibitors, judges and dealers implies a minimum before door entry issue come into play. Whether the catalogue is

free or is linked to any special product [see section 9.3] and other issues should be factored into making estimates of people coming through the door and the numbers of catalogues required.

Of late the number produced has been significantly more than required. While it is always a shame to see waste the cost of printing may well determine numbers. Unit costs generally reduce as volume increases and there may well be a step function in the pricing which allows the committee to be a little more generous in setting numbers.

### 9.3 Distribution

#### **Before the show opens**

Each member of the jury, including the Chairman and the secretary, should receive two copies each. One is for them to make notes while judging is in progress while the second is a copy for their long-term retention.

The exhibits officer will identify the number of copies required for distribution to exhibitors. These are included in one of the exhibitor's envelopes for return after the event. It is normal to keep a record at the front counter of exhibitors who receive catalogues, particularly as they are entitled to a free copy if a charge is otherwise made. The bin room manager is then able to return the extra copies to the front desk.

It is desirable NZ Post and each of the dealer stands also receive at least one copy.

If the exhibition is being formally opened, the dignitary involved should receive a copy beforehand. This will reinforce any suggestions provided to them in terms of the remarks they make but also give them an opportunity to consider which, if any, of the exhibits they may wish to visit after they have opened the show [see section 14.1].

#### **Once the show opens**

The organising committee will need to have determined whether a charge is going to be made for the catalogue. This will often be determined by the net cost of the catalogue (i.e. the cost of printing less revenue obtained for advertising it contains) and whether any charge is going to be made for entry to the show [see also section 4.10].

If an entry fee is charged provision of the catalogue would normally be free.

If entry is free a charge for the catalogue is often made and this could be considered a surrogate of an entry fee. The committee might also consider providing a 'free' souvenir with a catalogue.

An exhibitor is entitled to free entry on each day of the show and a catalogue. To avoid an exhibitor receiving two catalogues (with his or her returned entry) it is a good idea to keep a record of which exhibitors have received a catalogue at the door. This is a good opportunity to also check whether they intend coming to the Palmarès.

#### **At the end of the show**

Every exhibitor should receive a copy of the catalogue with their returned exhibits (unless they obtained a copy on entry to the show).

A copy of the catalogue (as well as the Awards List) should be forwarded to Federation along with the report from the Chairman of the Organising Committee.