

Stand April 2023



# Activity and sponsoring concept



## 175 years of federal stamps



## Goals and messages for BERNABA/Multilateral 2025

### Versatile and appealing communication

With a versatile and appealing communication concept, we want to address the general public as well as philatelists from Switzerland, the affiliated countries of the Multilaterals in Europe and all over the world. Our aim is to encourage them to take part in this Expo as visitors, exhibitors, dealers or simply as interested persons.

### Historical review and outlook

BERNABA is designed to appeal to young and old who want to discover new things. The last time Bern was the venue was in 1965 with NABRA 1965, in which 206 exhibitors took part. At that time, philately and stamp collecting was still a popular sport among Swiss families. The NABRA souvenir sheet with a total issue of 2.39 million copies is unforgettable. It is regarded as a symbol of wild financial speculation, as people bought it in bundles.



### Anniversaries of 1848 and 1850, 175 years of Swiss federal stamps

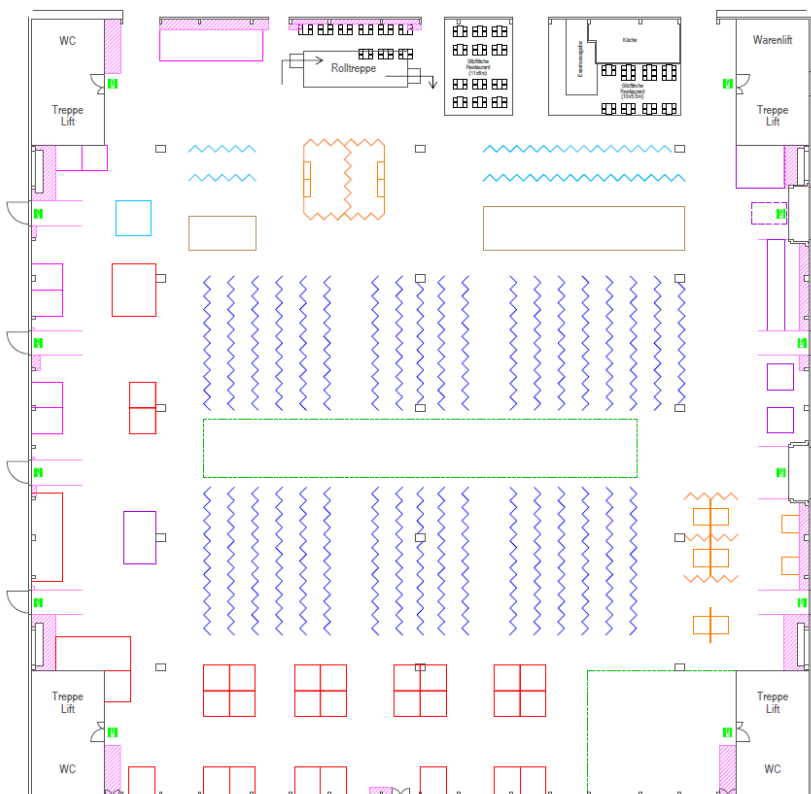
In 2023, we celebrated 175 years of the Swiss Federal Constitution of 1848. This laid the foundation for the Postal Act and the transfer of postal regulations from the cantons to the Confederation. In 2025, we will be celebrating 175 years since the first federal stamps were issued. The first federal stamps Local Post, Poste Locale and Rayon I-III were designed and printed by the lithographer and printer Carl Durheim.

### Visitors in the focus of our activities

Each visitor category should be identified as a target group and addressed accordingly, using the appropriate means such as print, posters, radio and the web. Lectures, Palmares and welcome events should be open to all visitors, even if registration will be required for some events for organisational reasons.



BERNABA/Multilaterale should be interesting, varied, educational and unifying for visitors and be remembered as a positive and enriching event. The organising committee has been working on this with passion and dedication since being commissioned by the Association of Swiss Philatelic Societies (VSPHV).



- LEGENDE**  
 Jurierter Ausstellung  
 Sonderausstellung (nicht juriert)  
 Händler-Stände  
 Postverwaltungen  
 Spezialstände  
 Sponsoren  
 Aktivitäten  
 Freiräume/Lounge

- LÉGENDE**  
 Exposition jugée  
 Exposition spéciale (non jugée)  
 Stands des vendeurs  
 Services postaux  
 Stands spéciaux  
 Sponsors  
 Activités  
 Espaces libres/lounge

- LEGEND**  
 Juried exhibition  
 Special exhibition (not juried)  
 Dealer booths  
 Postal services  
 Special booths  
 Sponsors  
 Activities  
 Open spaces/lounge

## **Activities already in preparation:**

### **→ Souvenirs**

Nice souvenir articles, fine chocolates and the official Classic Switzerland branded wine are available for purchase. The wine labels were specially designed by Kimberley Senn, with the motifs of the Basel dove, double Geneva and Zurich 4 and 6 as single bottles or in a trio pack. A limited number of magnum bottles are also available as a rarity.

### **→ Workshops**

Various workshop booths will provide information about calligraphy, papermaking and lithography with live demonstrations and the opportunity to get hands-on. You will also be able to view a replica of the 200-stamps Zurich 4 and 6 printing block and the red printing block with the vertical lines. A replica of the Zurich rosette stamp made of wood with pictures of its creation can also be seen.

### **→ Post coach**

A nostalgic horse-drawn post coach from 1904 in the yellow postal colours runs around the Expo site and conveys the feeling of travelling back then.

### **→ Traditional postman**

A Bernese postman in the traditional costume of the fisherman's post circulates through the exhibition hall, delivering messages and offering lottery tickets for sale.

### **→ VIP-Lounge**

In the Helvetic Salon VIP lounge, sponsors can retreat with their customers for personal discussions and enjoy free catering and a taste of the stamp wine. An oasis of relaxation within Bernaba as a welcome retreat for quieter moments.

### **→ Catering**

The main exposition restaurant and a bistro are available to visitors for food and drink.

### **→ Designer of the Bernaba stamps**

Kimberley Senn, the designer of the four Bernaba stamps and the Bernaba Vignette 2025, will be present at the OK stand at times and will sign postcards and stamps on covers on request and answer questions about the design of the stamps. A short video will show the creation of the stamps she has designed. Other special creations by Kimberley Senn, who has a wide range of artistic talents, will be on display at the OC booth.

**→ Book presentations**

One of the highlights will be the anniversary book 175 Years of Durheim Stamps by Dr Andreas Disteli, which will be published at this event and presented by the author himself. The book will be published in German and English and will be available at subscription prices. The first 100 copies will be signed and presented by the author and stamp examiner himself.

In addition to collections, new book publications will also be presented, honoured and sold at preferential prices at the OC booth. A special and guarded reading area will give interested visitors the opportunity to look through the books before making a purchase

**Activities, in the planning stage:**

**→ Commented tour through the exhibits**

It is planned to motivate volunteer experts to offer guided tours of the exhibition for interested people.

**→ Stamp experts and working groups**

We invite the Swiss Stamp Experts SBPV to be represented with their own stand. Various working groups and associations can have a stand where participants and visitors can meet and exchange views on specific topics.

**→ Tourismus Berne**

Tourism Bern will be present with a booth and provide visitors from all over the world with tips and information on beautiful excursion destinations in the Canton of Bern. They will be on hand to help with organisation and bookings.

**→ Tombola**

The large tombola includes attractive prizes, including valuable stamps such as a Basel dove, Geneva eagle, Zurich cantonal stamps and federal stamps. The main prizes will be drawn on the last day of the event. The profits from the tombola, after deduction of expenses, will benefit youth philately.



## **Exhibition catalogue as a central communication tool**

A versatile, bilingual (D/F) exhibition catalogue will provide full details and important information in 4 languages (D/F/I/E).

A soft version will be distributed free of charge and a hard copy version (without advertising) will be offered for sale as an event catalogue for the library for a contribution towards expenses and as a sign of support for the event, together with a BERNABA pin which, like a carnival badge, identifies the purchaser as an event supporter. Each copy of these hardcopy event catalogues is signed by the designers of the special BERNABA stamps.

In addition to details on the organisation and the events, the exhibition catalogue also contains expert contributions from various philatelic specialists and researchers on special topics that have not yet been published.

## **Patrons from politics and authorities**

The event is to be supported by the co-organising authorities of the Confederation, the Canton of Berne and the cities of Berne and Biel through a patronage, which we would like to win in the function of honorary presidents and patrons for the BERNABA/Multilateral 25.

## Hotels and overnight accommodation

The IBIS/Novotel hotel is located in front of the exhibition centre and a certain number of rooms have been reserved for officials and special guests. Bookings can be made at the following address; [www.novotelbernexpo.ch](http://www.novotelbernexpo.ch).

## Events and activities

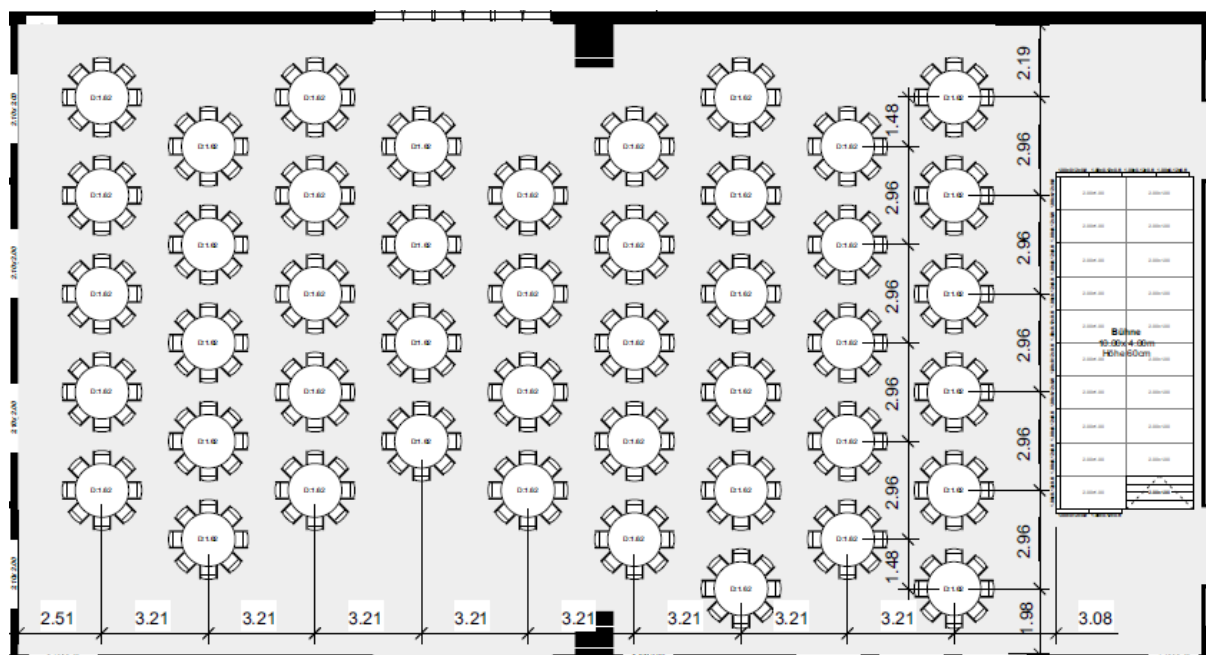
→ The opening event will take place on **14 May 2025** at 9.15 a.m. in access hall 3.1 with welcome messages from the OC committee and the authorities, followed by an aperitif riche. The event is open to all interested parties. Seats are limited and available with advance reservation.

→ During the Expo days, the book presentation of the 175th anniversary of the federal stamps will take place with the author Dr Andreas Disteli, who will talk about the book and its challenges.

→ Seminars and presentations on specific topics will be held on the days of the fair.

→ The Palmares evening will take place on **16 May 2025** for 420 guests with dinner. Reservations with a limited number of participants can be sent to the following address: [barbara.scherrer@fors.ch](mailto:barbara.scherrer@fors.ch)

→ The jury excursion will take place in Biel-Bienne with a boat trip on Lake Biel followed by dinner in the restaurant on St. Peter's Island, where Jean-Jacques Rousseau once spent his years as a refugee from 8 September to 25 October 1765, after publishing his work "Du Contrat Social ou Principes du Droit politique " in 1762 and subsequently being written out for arrest.



## **Definition of target groups**

Our aim is to attract a wide-ranging audience to Bern

Exhibitor of the Multilateral Association	2 years after Koper, they are now welcome to present their collections in Switzerland.
Exhibitors in the Court of Honor	High-calibre exhibits at the invitation of the OC and the Philatelic Commission.
Collectors from Switzerland	The aim is to offer them a contemporary exhibition with plenty of variety.
Collectors from all over the world	The aim is to offer interested visitors from all over the world an unforgettable exhibition, which will also provide an attractive platform for promoting Switzerland and the Canton of Bern as a tourist destination and encourage them to visit Switzerland.
Dealers & Sponsors	Should be able to present themselves and at the same time support good success.
Youths	To familiarise them with the many facets of philately in order to arouse their interest in an exciting way.
Passers-by & interested persons	Discover philately and experience an interesting and varied stay.



## **Exhibitors from the Multilateral Association (CH, DE, AU, LI, SLO, L, NL)**

We would like to inspire all interested exhibitors from the countries of the Multilateral Association to exhibit the works and collections of their members in Bern and motivate them to continue working on their collections and also to explore new themes.

## **Philatelic societies Switzerland**

We would like to extend a special welcome to our philatelic societies throughout Switzerland and their members and collectors in Bern and invite the societies individually.

If required, we will organise guided tours in the respective national language for registered groups. Exhibitors who would like to have their collection judged but have not yet qualified can still qualify at the Stage 2 exhibitions in 2024.

If you live outside the countries eligible to participate but still want to have your collection judged, you can do so by first becoming a member of an association, e.g. one of the members of the Swiss Philatelic Associations (addresses at [www.vsphv.ch/vereine-klubs](http://www.vsphv.ch/vereine-klubs)), and then qualify for Stage 1. You should therefore apply in advance to become a new member of one of the philatelic societies of your choice.

## **Exhibitors in the Court of Honor**

At the invitation of the OC and the Philatelic Commission, special exhibits, some of them of the highest calibre, will be on display in the Court of Honor. A special area will also feature the Durham stamps, the Ortspost/Poste Locale and Rayon I-III (in circulation from 15 June 1850 to 30 September 1854). As a special highlight, the Mirabaud sheet will also be on display.

## **Kids and youths**

Our future generations should not only learn about letter writing from museums. As an analogue collecting activity with a broad spectrum and boundless topics of global significance, philately has been giving people a wide range of satisfaction and feelings of happiness as a hobby and profession since 1840.

We therefore want to launch a campaign in co-operation with the VSPHV's youth work department to reach out to children and young people in schools. A special youth booth will be reserved exclusively for all U16 visitors (with the exception of carers), where they can meet each other. School classes should be invited, especially from the cities of Biel and Bern, but also from every other municipality in the canton of Bern and throughout Switzerland

## **King Charles III as exhibitor**

Thanks to our main sponsor, Corinphila Auktionen AG, His Majesty King Charles III, the British Monarch, has agreed that part of his legendary personal stamp collection may be presented at the Bernaba. This is a great honour for Bern, for philately and for Switzerland. This is the first time that permission has been given by His Majesty for His Royal Philatelic Collection to be shown in Switzerland. A magnet for the public and certainly a unique opportunity to discover and admire precious treasures from the Royal Philatelic Collection in Bern.

## Dealers and customers as collectors and exhibitors

Dealers and auction houses from all over the world will enrich the event with their numerous offers and their knowledge of philately.

Post offices from Switzerland and abroad will also offer their special issues of stamps with special cancellations on site, with sufficient seating for the preparation of the individual souvenir covers.

We welcome all our commercial suppliers as guests and are pleased to offer them attractive participation conditions in the placement and design of the stands and the reservation of the dealer's quarter for members of the Swiss Stamp Dealers Association (SBHV).

The product range of booth sizes from a simple exchange table, double table, small booth and normal booth to customised booth solutions is all possible and will be available (contact: Roland Herzog, [philamondo@bluewin.ch](mailto:philamondo@bluewin.ch)).

Dealers will receive access to the Helvetic Lounge as part of a sponsorship programme.

Collectors are both buyers and suppliers for dealers and auction houses and should therefore be at the centre of dealers' efforts, as unique items are only sold once and only at regular intervals. In view of the dried-up market for good items, the purchase of collections has become more important than finding an interested buyer. The quality of the goods, the correct description and the findings in the attestations are basic requirements for a high level of market satisfaction.



We will also be welcoming The Royal Philatelic Society London, who will be present in show partnership with The Global Philatelic Network and Corinphila Auktionen AG, together with possibly some more international philatelic societies.

### Information on the preparatory work and activities

The organising committee will provide regular updates on the status and progress of the preparations via its press office on its homepage ([www.bernaba25.ch](http://www.bernaba25.ch) / [www.multilaterale25.ch](http://www.multilaterale25.ch)) and will publish regular short reports in the SBZ, BBZ and Rhône Philately.

If required, reports in English will also be sent to foreign philatelic organisations in order to present Swiss philately and draw attention to the event in Bern.



## Advertising vignette and flyer

To promote the event, an advertising vignette and a flyer have already been printed in advance, which can be ordered free of charge for advertising purposes (orders can be sent to [barbara.scherrer@fors.ch](mailto:barbara.scherrer@fors.ch)).



## Company Stamps

With the product of Swiss Post, the company stamps, Bernaba can present itself philatelically and choose and design the stamp motifs itself. In the talented young artist Kimberley Senn, we have found an excellent designer for our four Bernaba stamps, who creatively portrays and conveys our message and the beauty of the Canton of Berne and the cities of Biel/Bienne and Berne as hosts. A motivated and inspiring designer with future potential.

The four stamps are included in the SBC as official postage stamps with a franking value of CHF 1.10 respectively CHF 1.20. They were printed in chessboard pattern at the Gutenberg printers. There is also an information brochure in D/F/E on the artist's background and thoughts, including a short video on the creation of the stamps. There are only 5,000 copies of each edition. The first edition of subjects 1+2, with a tax value of 1.10, and the second edition, with a tax value of 1.20, are already almost sold out. Subjects 3+4 will follow as a nice addition. A corresponding first day cancel dated 14 May 2024 is planned and will announce the opening of the Bernaba in 365 days.





### **Official Bernaba stamp vignettes**

The Bernaba vignettes without postage will be offered for sale in 1,000 copies and only at the Bernaba while stocks last. The numbered copies will be entered into the tombola draw. A first-class rarity only for visitors to Bernaba 2025.

This official Bernaba 2025 vignette is the final act in the artistic design initiated by the organising committee. Only 1,000 vignettes will be printed. Each vignette will bear a number from 1-1000 and the motif of the Bernaba vignette will again be designed by Kimberley Senn. The number means that each vignette is practically unique and, with its 1,000 copies, stands in a completely different relationship to the NABRA block of 1965 with its 2,390,000 copies.



## **Sponsors**

No event without sponsors, they are the blood that makes the realisation of events possible in the first place. Sponsors symbolise the eternal cycle of money, which flows through all levels of society, different countries and between people as payment for an exchange of services.

BERNABA/Multilateral 2025 is no exception and respects this lawfulness. We would like to thank you today for your support as a supporter, patron, metal sponsor, event sponsor or co-sponsor of BERNABA 25.

The various categories and the description of the individual services in the sponsor packages with the corresponding contributions can be requested from [barbara.scherrer@fors.ch](mailto:barbara.scherrer@fors.ch) / 032 372 26 72 if you are interested.

There is one exclusive main sponsor for the exhibition, two co-sponsors, one event sponsor per event or workshop and a certain number of metal sponsors: platinum, gold, silver, bronze with corresponding service packages.

We welcome private individuals as supporters of the event in the form of patrons and supporters, but of course also as metal sponsors if desired.

Depending on the category of support, the sponsor receives a certain service in return, as far as possible.

Main sponsor



Co-Sponsor



Gold sponsor



Pierre Kottelat

**merkur**  
**raptus**

**SCHMID & PLETSCHER**  
BAUINGENIEUR- / PLANUNGSBÜRO

Silver sponsor

**EISING**  
+PARTNER



**MERBAG**

Bronze sponsor

**A&M**  
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Event sponsor



Kulturstiftung  
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**kpt:**

