

CIRCULAR

DATE July 27, 2017

EXHIBITION PROGRAM

REVIEW DATE: July 27, 2022

1.0 PURPOSE

This circular establishes the policies and procedures for managing the Bureau of Engraving and Printing's (BEP) Exhibition Program (Program).

2.0 POLICY

The Office of External Relations (OEX) is responsible for administering BEP's Exhibition Program. The Program includes, but is not limited to, participation in numismatic events, corporate sales conventions, as well as conferences and meetings for the blind and visually impaired as part of BEP's Meaningful Access Program. The goal of the Program is to educate the public with BEP's role in developing and producing our Nation's currency notes and communicate to the public matters relating to BEP's mission, services, programs, and history.

3.0 SCOPE

This circular applies to the Exhibition Coordinator, as well as those employees assigned to attend an exhibition as a BEP representative. BEP employees must comply with all applicable laws, regulations, and Treasury/BEP policies.

4.0 SUPERSESSION

This circular supersedes Circular 40-00.8, "Exhibit and Souvenir Card Program," dated September 18, 1989.

5.0 DEFINITIONS

- 5.1 Exhibition – A display or booth at a tradeshow, conference, or numismatic event that features information about BEP products, services, and programs.
- 5.2 Exhibition Coordinator – An OEX employee responsible for an exhibition event under the direction of the OEX Chief and/or Manager.
- 5.3 Public Sales Products – Products such as intaglio prints, uncut currency sheets, premium currency products, engravings, and currency readers (i.e., presidential portraits, vignettes, and souvenir cards).
- 5.4 BEP Representative – A BEP employee or contractor designated to attend an exhibition under the direction of the Exhibition Coordinator.

CIRCULAR

DATE July 27, 2017

6.0 REFERENCES

- 6.1 Circular No. [40-00.4](#), "External Relations Policy"
- 6.2 Circular No. [40-00.7](#), "Public Sales Program – Processing Sales"
- 6.3 Circular No. [50-00.3](#), "Gifts to Employees from Outside Sources"
- 6.4 Circular No. [67-35.5](#), "Bureau of Engraving and Printing Employee Responsibilities and Conduct"
- 6.5 Circular No. [70-03.11](#), "Security Items Delivered Outside the Bureau"
- 6.6 Manual No. [71-00](#), "BEP Security Manual"

7.0 AUTHORITIES AND RESPONSIBILITIES

7.1 Exhibition Authorization.

Requests for exhibitions must be approved by the OEX Chief and the BEP Director.

7.2 Exhibition Coordinator Responsibilities.

- 7.2.1 The OEX Chief and/or Manager are/is responsible for general oversight of the Exhibition Program and for designating one or more OEX employees to serve as an Exhibition Coordinator.

The Exhibition Coordinator is responsible for:

- 7.2.1.1 Evaluating a request for exhibitions and submitting it to the BEP Director, through the OEX Office Chief, for consideration and approval.
- 7.2.1.2 Managing exhibitions featuring BEP products, services, and programs.
- 7.2.1.3 Supervising BEP representatives assigned at the show site. They will issue instructions, assign work hours, direct and supervise all activities, and record and report on the travel and work status of participating BEP representatives to the respective Office Chief.
- 7.2.1.4 Coordinating all on-site arrangements with the sponsoring officials, the carrier, and the decorator, if applicable.
- 7.2.1.5 Arranging the display setup and assures that all daily and overnight security requirements are met for the length of the event.

CIRCULAR

DATE July 27, 2017

- 7.2.1.6 Addressing, along with show staff, questions from show attendees and make appropriate notations for follow-up on technical matters for referral to OEX upon return to BEP.
- 7.2.1.7 Coordinating all security logistics with the Office of Security prior, during, and post event, if necessary.
- 7.2.1.8 Preparing and submitting a report of activities upon completion of the assignment; including recommendations for possible improvements, estimated attendance, publicity, problems encountered and solutions reached, and any special significant occurrences or observations.
- 7.2.1.9 Ensuring that exhibition materials are properly acquired, verified, packaged, shipped, secured, and labeled for return to BEP.
- 7.2.1.10 Arranging for the preparation and distribution of press releases, approved by the OEX Chief, if applicable.
- 7.2.1.11 Obtaining consent from appropriate officials for designated personnel to serve on-site as official representatives to demonstrate BEP processes, answer questions, distribute materials, etc.
- 7.2.1.12 Maintaining files and briefing BEP representatives attending the event about their specific duties and responsibilities.
- 7.2.1.13 Verifying inventories and cash receipts for sales. He or she prepares and transmits returned inventories and funds received.
- 7.2.1.14 Soliciting assistance from BEP offices including, but not limited to, the Offices of Financial Management, Security, and Currency Manufacturing. Each Office shall provide the appropriate services to support Exhibition Program operations.

7.3 BEP Representative Responsibilities.

- 7.3.1 Educating the public on the history and advancements of U.S. currency notes and other securities.
- 7.3.2 Networking with stakeholder audiences and the general public.
- 7.3.3 Providing technical demonstrations on the production of U.S. currency notes (i.e., Spider Press demonstrations, engraving techniques, redemption), if applicable.
- 7.3.4 Conducting point of sale and distribution operations, and ensuring the security and accountability of BEP Public Sales products and other property, if applicable.

CIRCULAR

DATE July 27, 2017

7.3.5 Conducting media interviews and communications with approval from the OEX Office Chief and under the direction of the Exhibition Coordinator.

8.0 OFFICE OF PRIMARY RESPONSIBILITY

Office of External Relations

<electronically approved>

Leonard R. Olijar
Director