Chap	Chapter 1 - Creating Your Exhibit		
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2	You can put descriptions above the stamps as well as below	2	
3	Tell a story!	2	
4	Plan your exhibit template and write it down	3	
5	The most important pages of your exhibit are not mounted in the frames	4	
6	Don't unduly limit font size for headings	8	
7	Learn from sale auction catalogs	9	
8	If you are considering a thematic exhibit, consult Wikipedia	10	
9	Try to answer the question 'How much is too much?'	10	
10	Just because you can create an exhibit, doesn't mean you should	12	
11	Consider carefully if you want to exhibit unattractive items	13	
12	Use "bookends" for an exhibit: start with a clear beginning and end with a strong closing	14	
13	Distinguish between text on exhibit pages that serve different purposes	15	
14	Don't neglect your title page	16	
15	Consider what an exhibit can cost	16	
16	Consider to what extent can you get help with your exhibit?	18	
17	Make a Plan	20	
18	Know your Exhibiting Goals	22	
19	Laying out Exhibits: Make the exhibit pages come out the way you want them to	24	
20	Know when it is time to let go and stop working on an exhibit	25	
21	Describe, don't politicize	26	
22	Don't settle - Keep on Improving	28	
23	Remember that 'perfect' varies by exhibit	29	
24	Download the APS Manual of Philatelic Judging	31	
25	There can be several possible ending points for an exhibit	32	

Chap	Chapter 2 - Using Techniques That Work		
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27	There is no one right way to lay out a page	38	
28	Never cut a mount with a stamp in it	38	
29	Don't use black mounts for stamps	39	
30	Address all aspects of the material in your exhibit	40	
31	Keep the emphasis on philatelic material	40	
32	Don't artificially limit how many covers you show on a single page	41	
33	Consider showing cancels and overprints on your pages	41	
34	Use the appropriate number of covers on a page	42	
35	Consider using a consistent format across exhibits	43	
36	You can use Microsoft Word for making exhibit pages	44	
37	Start with a small step and use a template	45	
38	Be pragmatic in laying out out your exhibit: use page layouts to meet your needs	47	
39	Less is more and more is less	47	
40	Make edges look better	48	
41	"Preservation" is more important than "Pretty"	49	
42	Use Highlighting	50	
43	Consider different levels of mats to showcase philatelic material	51	
44	Start your exhibit now; your exhibit pages do not have to be the same as your collection pages	52	
	Don't wait - Start now	53	

Chap	Chapter 3 - Constructing Engaging Pages		
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47	Remember there is more than one way to prepare an exhibit page	56	
48	Don't leave half pages empty	57	
49	Turn an exhibit sheet sideways	57	
50	Try to make exhibit pages balanced	58	
51	Symmetry	60	
52	Mount coins or medals on your exhibit pages if they fit with your theme	61	
53	Use photocopied material when it is appropriate	62	
54	Yes, you can show the picture side of a postcard	62	
55	Create more space	63	
56	Use 'Negative Space' on your exhiibt page if you are displaying a large item	64	
57	Don't emphasize imperfections	64	
58	Don't shortchange your exhibit; use all available tools	65	
59	The half page - not a full page - is the smallest unit of layout design	66	
60	Learn from other's mistakes, not just their successes	67	
61	Use legal size paper to create a neat and attractive layout within a frame if you have a series of large items	68	
62	Use large paper for large items	68	
63	Don't be afraid to exhibit large philatelic pieces	70	
64	There's more to big pages than big paper	71	
65	Learn Rates	74	

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6/	Don't be trapped in the horizontal; think vertically where it meets your needs	79	
68	Don't be a victim of conventional approaches to horizontal and vertical planes	79	
69	Include gum and paper variations in your stamp exhibits	82	
70	Use color to your advantage	82	
71	Don't be afraid to be bold and create a striking impression	83	
72	Be creative in exhibiting long envelopes	84	
73	You can mount almost anything on your exhibit pages	85	
74	You can exhibit three-dimensional material	87	
75	You can mount very thick material	90	
76	Construct a display box in your exhibit page	91	
77	Be creative in showing your material	93	
/8	Use all available resources in showcasing your material and your knowledge	94	
/9	Use the reverse of a philatelic item to enhance your presentation of philatelic information	95	
80	Address the source of a stamp's design in your commentary	96	
81	The necessity for clear communication in an exhibit is inversely proportional to a viewer's familiarity with the material.	96	
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83	Do-overs are free	98	
84	Copy Shamelessly	98	
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90	Don't compare tiny things; compare big things	108	
91	If something important might be too small or too hard to see, use a diagram to call attention to it.	109	
92	Tell your viewers what they are seeing	110	
93	You can show "Invisible" tagging patterns	111	
94	Sometimes extraordinary material outweighs traditional approaches and assumptions	111	
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96	The more complete your presentation of appropriate data, the better	113	
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108	Provide clear instructions for mounting exhibits in frames	133	
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