

STEVE MENZIE – BIO – The Sport Card & Memorabilia Expo

The Sport Card & Memorabilia Expo is Canada's largest sports cards and collectibles show and the largest hockey focused show in the world. Since purchasing the Expo in 2016, the Expo has expanded to >100,000sq ft with more than 200 dealers in over 400 booths while dealer, sponsor and ticket sales have doubled under Menzie's leadership.

"The Expo" has run twice annually since its inception in 1991 never having missed a show until Covid forced the cancellation of both shows in 2020. Not one to be deterred, Menzie went 'all-in' on the online event space and created 2 Virtual Expos in that attracted >10,000 attendees - more than 50% of whom had never been to the 'real Expo'! The Virtual Expo also attracted the support of **eBay** and of the hobby's major card manufacturers **Upper Deck, Topps** and **Panini**.

As part of a strategy to grow its hobby offerings to dealers and collectors, Steve has created a Sport Card Expo App and is now expanding its offerings to include a suite of services for vintage and modern collectors. Here are the new service offerings now available:

- **"White Glove Grading Services"** where we manage all facets of the grading process including:
 - Door-to-door service: including personal pick-up & delivery of your cards in the GTA
 - Preparation of your grading order for submission including the safe transferring of your cards into approved grading sleeves and preparation of your online submission order
 - We prepare and manage all necessary Customs documentation for the trip (cards printed in either Canada or the USA are duty exempt under the USMCA)
 - We can also manage your bulk grading submission orders and in many cases, will be able to offer you better pricing or service times than you would otherwise qualify for if you were to submit directly
 - Your cards are under our sole and constant possession and supervision from the time of pick-up from your business or residence, to the grading company of your choice, to the final return of your graded cards to your home or office. Currently, we offer White Glove services through PSA, BGS & CSG
 - We also provide you with hi-res digital images of your cards in graded/slabbed form for your records
 - Currently "White Glove" trips are scheduled every 2 months but can be added upon request

- **"Collection Digitization Services"** – A surprising number of collectors don't have accurate lists of their collections let alone a full digital inventory. This can severely hamper your ability to take advantage of the current market surge. Enter the **"Grading Boutique"** through which we can now offer you full digitization of your card collection to facilitate:
 - **Buying/Selling & Trading:** whether collector direct or through platforms like eBay. With a digitized inventory, you can now upload your existing cards / collections for sale easily and within minutes

- For **Insurance purposes**: we offer the ability to provide your broker with a detailed listing of your collection with market value
- For **Estate Planning purposes**: we field several inquiries each month from people whose spouses/parents have died and left an uncatalogued collection. Without a proper list, it can be very difficult for your family to be able to determine let alone realize, fair market value for your collection. You can avoid this with a digital record of your collection.
- Collection Storage: we can also offer back-up digital storage of your collection and are looking at offering vault storage options for your card collections.

Contact us for more information or to request a quote for any of the above referenced services.

Steve Menzie

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Steve Menzie is the President/Owner of the Sport Card & Memorabilia Expo and has more than 25years of event production, promotion and sponsorship experience in the sports, entertainment and collectibles markets. Prior to buying the Expo, Steve served as President of **Fan Expo Canada** – Canada’s largest Comicon event – and worked on Mark Burnett’s **Eco Challenge**.

Steve was a founding member of *Coast to Coast Against Cancer Foundation* - one of Canada’s biggest charities focused on improving the lives of kids with cancer. Steve, his wife Cherilee and 2 kids live in Toronto and do their collective best to constantly pursue adventures big or small.