



Exhibitor Instructions: How To Add A Project to A Sale

TO MAKE A USER ACCOUNT

Click **LOGIN/REGISTER** in the top right corner

This screenshot shows the top portion of the SSA website. At the top right, a red circle highlights the "LOGIN/REGISTER" link, with a red arrow pointing to it from the left. Below the header, there are navigation links: "Auctions", "Consignor Instructions" (which has a mouse cursor over it), "Buyer Instructions", and "Exhibitor Sales Tips". The main content area is split into two columns. The left column is titled "Log In" and contains a "Username" field with the text "bgraves", a "Password" field with masked characters, a "Forgot Password" link, and a "Login" button. The right column is titled "Register" and contains the text "If you are not already a user on our site, click the register link below to create an account." followed by a "Register" link. At the bottom, there are three sections: "QUICK LINKS" (Auctions, Consignor Instructions, Buyer Instructions, Exhibitor Sales Tips), "USER LINKS" (Login/Register), and "OTHER INFORMATION" (Privacy Policy, Terms & Conditions).

Click **REGISTER** in the dialog box

This screenshot shows the SSA website with a modal dialog box open in the center. The dialog box has two sections. The top section is titled "Log In" and contains a "Username" field with "bgraves", a "Password" field with masked characters, a "Login" button, and a "Forgot Password" link. The bottom section is titled "Register" and contains the text "If you are not already a user on our site, click the button below to create an account." followed by a "Register" button, which is circled in red. The background of the website is dimmed, showing the same header and navigation links as the previous screenshot. At the bottom of the page, there is a footer that says "© 2020 powered by auctioneer" and "Website Designed By Spectrum Net Designs".

- 1) Enter a User Name and Password of your Choice. These are both case Sensitive. **WRITE THEM DOWN AS YOU ENTERED THEM** and keep them in a safe place.
- 2) Enter the Consignors first and last name. This can be the actual exhibitor or parent.
- 3) Enter the Email address you want to use for all communication from SSA and buyers. **One email address cannot be used for more than one account.**
- 4) No company name is required
- 5) In the INTEREST IN drop down box select **Selling My Project**.
- 6) Complete the rest of the form and click **Next Step**. Click **I agree to the Terms and Conditions** at the bottom then click **Next**.
- 7) Click **Log In** in the center of the screen. Enter your Username and password you just created.

Now You are ready to enter your project!

- 1) Click **ACCOUNT** in the top right of your screen
- 2) Click on the **CONSIGNOR PORTAL** tab in the middle of your screen

3) CAREFULLY choose the sale for which you are authorized to enter then click **LOTS** on the right of that sale.

The screenshot shows the SSA Stock Show Auctions website. The top navigation bar includes links for ACCOUNT, WATCHLIST, and LOGOUT. Below the SSA logo, there are links for Auctions, Consignor Instructions, Buyer Instructions, and Exhibitor Sales Tips. The main section is titled 'Account' and has a sub-navigation bar with links for Edit Account, Preferences, Watchlist, Invoices, Statements, and Consignor Portal. A table lists two auctions:

Ref	Title	Type	Status	Start Time	End Time	
1409	Stafford FFA Barn Reward Fundraiser	Online	Active	4/11/2020 12:00 AM	6/30/2020 12:00 AM	Lots
1474	Chambers County Youth Livestock Show Online Auction - Texas	Online	Active	5/2/2020 8:00 AM	5/5/2020 7:00 PM	Lots

A red circle highlights the 'Lots' button for the 'Stafford FFA Barn Reward Fundraiser' auction. A red number '3.' is placed next to the button.

4) Verify the Title of the sale you are entering is the correct sale then Click **ADD NEW**

The screenshot shows the SSA Stock Show Auctions website. The top navigation bar includes links for ACCOUNT, WATCHLIST, and LOGOUT. Below the SSA logo, there are links for Auctions, Consignor Instructions, Buyer Instructions, and Exhibitor Sales Tips. The main section is titled 'Account' and has a sub-navigation bar with links for Edit Account, Preferences, Watchlist, Invoices, Statements, and Consignor Portal. A red circle highlights the title 'Stafford FFA Barn Reward Fundraiser' in the auction list. Another red circle highlights the 'Add New' button. Below the title, there is a table with one row:

Lot #	Title	Status	Start Time	End Time	
	Presley Graves Huckabay FFA	Active	4/11/2020 12:00 AM	6/30/2020 12:00 AM	Edit

5) Select the **Category** which will be the species of your project from the drop down. Please check with your local show instructions as to their approved species for your sale.

6) Generated title is auto-filled from information you will enter below. Leave Quantity at 1 unless you have been instructed otherwise by your show.

7) Enter the Exhibitors First and Last name in the fields.

8) Enter the validated chapter or club name followed by "4H" or FFA" example: Huckabay FFA

ACCOUNT WATCHLIST LOGOUT

SSA STOCK SHOW AUCTIONS

Auctions Consignor Instructions Buyer Instructions Exhibitor Sales Tips

Account

Edit Account Preferences Watchlist Invoices Statements Consignor Portal

[« Back to Auction](#)

New Lot

Category
5. Market Swine (Barrows & Gilts) x v

Generated Title

Quantity
6. 1

First Name Last Name FFA Chapter or 4H Club Name
7. 8.

↑

9) Enter your **state validation tag** number or other identifying number required by your show, if applicable.

10) Enter your **County** and **City**. Make sure to spell them correctly as a buyer may search for exhibitors by these fields.

11) Select the **Type of Sale** as Premium or Terminal. Your local show may have rules on this. Verifying with your show is a good idea. You CANNOT select Terminal then change to Premium after bids have been placed.

12) Write a creative 100-200 word **description** about your project (see video for tips)

State Validation Tag # 9. County 10. City

Type of Sale
11. Premium - Exhibitor Keeps Project Terminal - Buyer Gets Project at High Bid

Description
12. B I U S 12pt Paragraph ↶ ↷ ...

Generated Description:

Starting Bid Reserve Amount
\$ 1 \$

Create ↑

13) Your Show may have a specific a **starting bid** per species, if so you'll want to enter that number here. If not and you are selling as a PREMIUM item we suggest \$25 as any bids received will be a donation to you. If you are selling as TERMINAL we suggest placing a near market value (about what you would receive at the local livestock auction). Bidders will not be able to place a bid less than what you put in this field.

14) Unless directed by your local show committee or with special permission from StockShowAuctions.com DO NOT place a number in the **reserve** field. Click **CREATE**.

The screenshot shows a web form for creating a project. At the top, there are input fields for 'State Validation Tag #', 'County', and 'City'. Below these is a 'Type of Sale' section with two radio buttons: 'Premium - Exhibitor Keeps Project' (selected) and 'Terminal - Buyer Gets Project at High Bid'. A 'Description' section features a rich text editor with bold, italic, underline, and strikethrough buttons, a font size dropdown set to '12pt', a paragraph style dropdown, and undo/redo buttons. To the right of the editor is a 'Generated Description' field. At the bottom, there are two input fields: 'Starting Bid' (labeled with a red '13.') and 'Reserve Amount' (labeled with a red '14.'). The 'Starting Bid' field contains '\$ 1'. The 'Reserve Amount' field is empty. A blue 'Create' button is located at the bottom right, circled in red.

15) Scroll to the bottom of the page and you will see the PHOTOS and DOCUMENTS tabs. If you would like to make a YouTube video to help market your project you may insert the link and click ADD

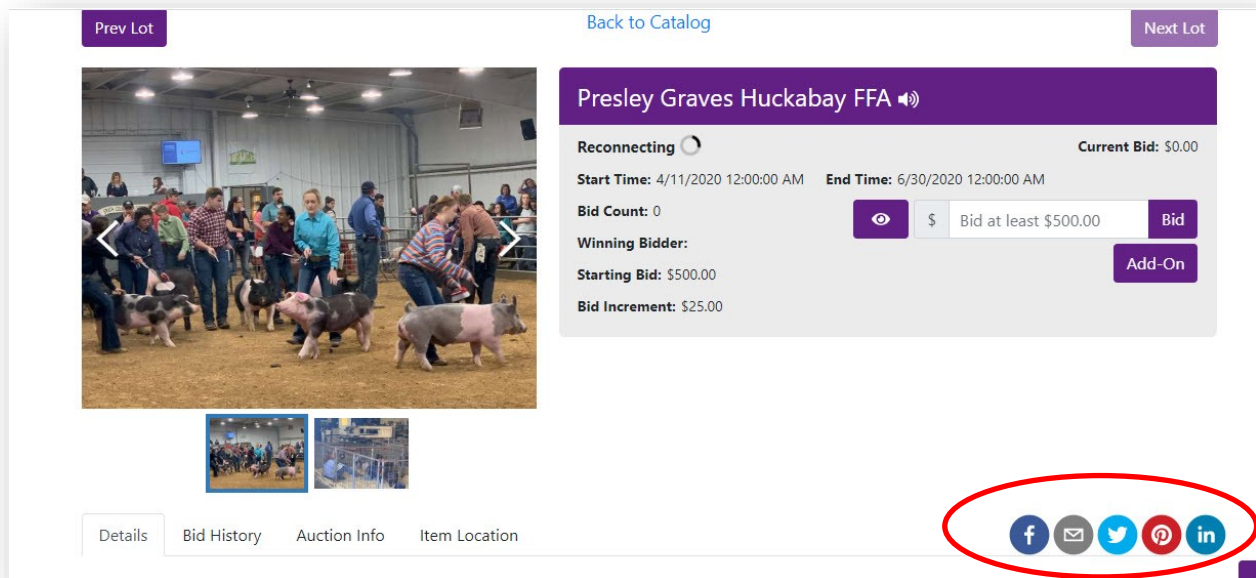
16) Choose your best photo that you wish to be your main one and drag it or insert in under the video link. (You will see the box change colors when it is time to drop) After you drop your first photo you may continue to drop subsequent photos that promote your project to potential buyers. No need to look for the save button, photos save at time they are dropped.

The screenshot shows the 'PHOTOS' tab of the project page. At the top, there are 'Photos' and 'Documents' tabs. Below them is the heading 'Photos of the lot'. A section titled 'Add Video Link' contains an input field (labeled with a red '15.') and an 'Add' button. Below this is a 'Drag & Drop your files or Browse' area. Two photos are currently displayed: 'P show Pumba.jpg' (907.2 KB) and 'P with Pumba.jpg' (943.7 KB). Each photo has a close button (X) and a refresh button (circular arrow). A red 'Delete All' button is located to the right of the photos. The photos are labeled with a red '16.'

CONGRATULATIONS! You Have Just added your project to the sale!

Exhibitor Tips and Best Practices

- Make sure you preview and proof your project listing, make sure everything is spelled correctly and as you want it.
- Make sure your first photo is your best photo. If you have a photo from a professional photographer, make certain you have their written permission to post it on the site.
- If you take photos with your phone turn it horizontal for wide photos as they will show much better on the platform.
- Spend time on your description to make it interesting to the potential buyer. In reality you are competing for each buyer's dollars against everyone in the sale. Be creative, get parents or teachers to proof your description.
- Once you have your project listed the way you want it, it's time to start marketing.
- StockShowAuctions.com has made sharing your listing to the world extremely easy. Open YOUR listing, simply click on your preferred social media icon and your post screen window will appear. It's Important to write a short and interesting post when you share it. Again, be creative, sell but don't beg. If you knock it out of the park with a funny or creative post your friends will share it and the more your project gets shared typically results in more dollars for your project.



- Anyone can go to your project lot and share the same way as above. Ask your parents if they will share on their social media.
- Ask your parents and supporters if they mind clicking the email link and sending to their friends and colleagues via email. Anyone can also copy the link in the address bar and paste in a text message to potential supporters.
- Be mindful when you share the link, you want to share YOUR link for your project. You can share the link to the sale, but your goal is to raise money for yourself. Your friends will be sharing their own project to their circle of supporters.
- Another way to share is to cut and paste the link into Facebook Messenger and send out as a more personal request. You, your parents and your supporters can do this as well.

More Exhibitor Tips and Best Practices

- It's a good idea to sit down and make a list of everyone you do business with in raising your project. Breeder, feed store, feed manufacturer, veterinarian, supply company, etc. Make sure you send them an email, text or drop off a flyer about your upcoming sale. They truly have a vested interest in your success.
- Sit down with your parents and write down relatives, friends, co-workers, colleagues, neighbors, vendors (Insurance agents, Realtors, bankers, etc.) that would be possible contributors to your project. Send them a Facebook message, email, text or flyer in the mail.....or send them all.
- Supporters tend to give to those exhibitors who are hustling versus those that put out minimal effort. Set a goal to contact the most potential supporters of anyone in the sale.
- If you were in the sale in previous years, look at who contributed to your project in years past. Make a list, send them a thank you for their prior support and ask them to consider your project again this year.
- Post your project lot to social media pages where members know you such as your church page, family reunion page, Booster club/Alumni page, etc.
- If your project is Terminal feel free to post in area Buy/Sell/Trade groups, especially those centered around agriculture.
- Print out flyers and distribute in bulk at area banks, feed stores, co-ops, anywhere local buyers may see your flyer. While you are in these places of business introduce yourself to the managers. These people are great contacts for your future business dealings and will likely be impressed by your hustle and will take interest in your projects success.
- Verify your show is a 501c(3) non-profit organization. If so, you can point out to potential contributors that their donation to your success may be tax-deductible. This is important to those who may give thousands of dollars.
- Prepare for your sale in advance. Contact civic organizations such as the Lions Club, the Rotary Club, your local Farm Bureau board and ask to speak to them about the upcoming sale. Give a 5 minute informative presentation on why the sale is important to exhibitors and how the sale will be conducted on StockShowAuctions.com. If you can ask them to go ahead and make a free user account before your presentation. Have the audience pull out their smart phones and direct them to the SSA website, click on your sale, search for your project under your name, and have them click the ADD ON button. Then say something like *"I invite each of you to enter \$100 in that blank and hit ADD ON again...no really"* Make it funny, but suggestive. You will have a captive audience that some will go ahead and do add-ons. Make sure you have a stack of flyers to hand out to the audience.
- You have the opportunity, along with you fellow exhibitors to make this years sale the best ever. Historically your sale has been attended by mostly local supporters. Now with StockShowAUctions.com you have the ability to market your project to friends and family all over the globe. You could have a cousin that lives in Australia who would contribute to your project, now they can. When marketing your project think BIG, don't forget the power of the internet when marketing your project.

From all of us at StockShowAuctions.com

GOOD LUCK AT THE SALE!