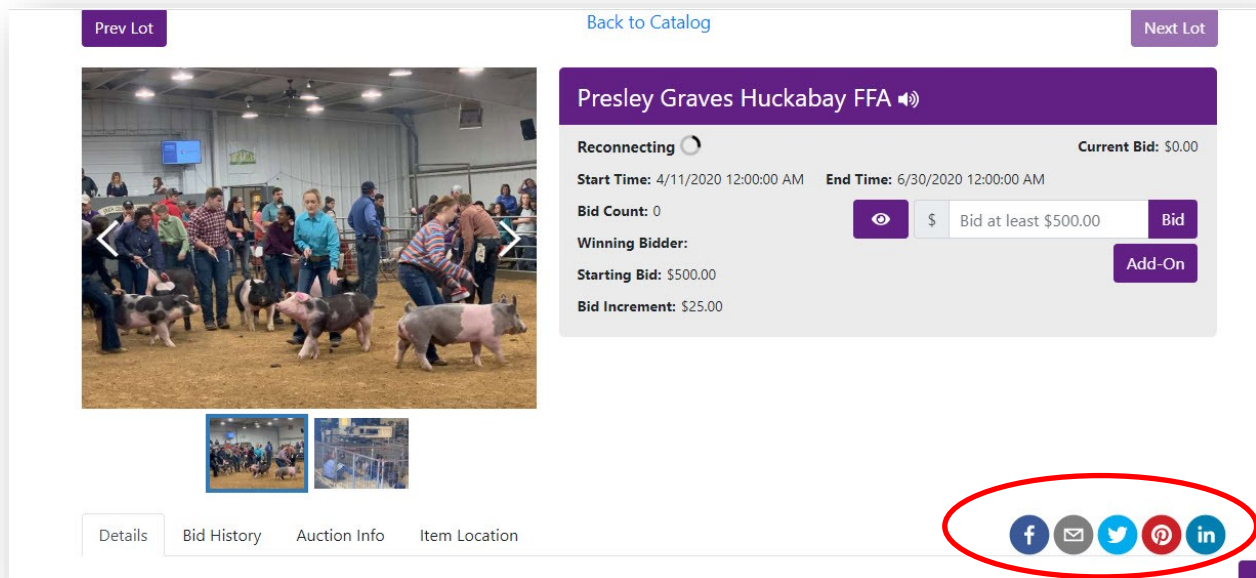


# Exhibitor Tips and Best Practices

- 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!