



# SUCCESS

(IT'S LITERALLY WHAT WE SELL)

Livestock show exhibitors spend countless hours and dollars working towards their goal of success in the show ring. Your sale committee does the same, we're here to help.



## Protect Your Sale

No matter the weather, buyer's schedules or government mandated lockdowns we can assure the sale goes on.



## Innovative ideas

More than an auction platform, we are here to deliver great ideas to help your committee break records.



## Smart management

Most committees work one auction a year. SSA works many more and we put that experience to work for your sale

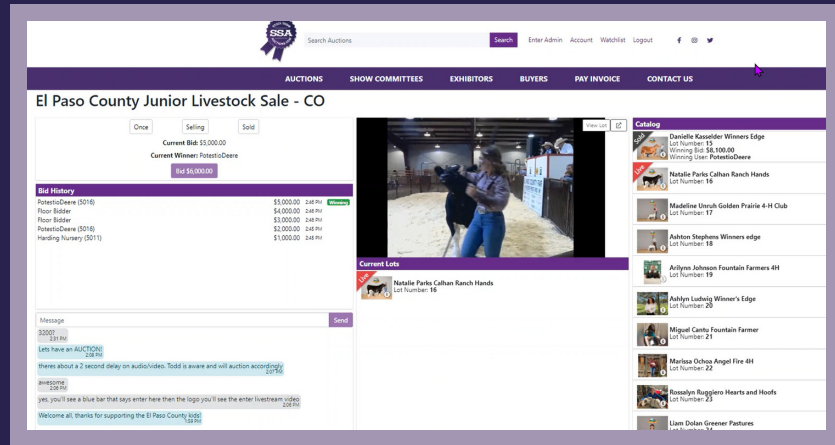
## Let's Break Records Together!

We didn't invent the auction method but we did invent the online youth auction platform and we are determined to perfect it for the youth in America involved in agriculture.

Service@StockShowAuctions.com 833-675-SHOW (7469)

## SIMULCAST AUCTIONS

- Use Your Auctioneer or Ours
- Accept Bids Live and Online
- Broadcast Video & Audio
- SSA Provides All Required Equipment
- Increase Buyer Pool by 18%
- Increase Sale Revenue by 19%
- SSA Help Lines for Buyers and Exhibitors
- Process Payments at End of Sale and Accept the "Flash" Deposit 48-72 hours later



## FULL PRODUCTION OPTION

- 3-4 HD Cameras to Stream Video
- SSA Personnel Manages Broadcast
- SSA Clerks the Auction Platform
- Gives Online Buyers Feel of Being in the Room
- Sponsor Logos Shown Throughout Auction
- We Can do Committee/Sponsor/Exhibitor Interviews During Auction

## ONLINE ONLY/ADD-ON ONLY AUCTIONS

- Great for Smaller or Restricted Sales
- Your Choice of Auction Ending
- Exhibitors Can Post Videos of Project
- Increase Out of State Buyers by 8%
- SSA Signature Customer Service
- Process All Payments at End of Sale



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# Frequently Asked Questions

## **Q: How does the SSA platform benefit the exhibitors in our show?**

A: The easy answer is it gives your exhibitors the opportunity to increase their proceeds at the sale. Additionally, most show committees ask the exhibitor to prepare their account on our site and post their projects for the sale. This expands the educational opportunity for each exhibitor through experiences including photography, creative writing, marketing & sales and social media/digital marketing.

## **Q: Is the SSA site easy to use for exhibitors, committee and buyers?**

A: Short answer is YES. We designed the site to be user friendly for the 13-year-old exhibitor loading their project and the 85-year-old grandparent placing an add-on. However, SSA provides exceptional support via chat, toll free and email to assist your sale participants when they need it, not three days later when the sale is over. Our competitors send support questions to the committee to handle on Saturday sale days. SSA knows you are busy and honestly don't know the system as well as we do so we provide that support as part of our service.

## **Q: How does the show collect money from online buyers?**

A: Super easy! Buyers (not exhibitors) must enter a valid credit card before placing bids or add-on money. Once the sale is over, we email them to go into their account and process the payment. Once your sale gives SSA permission (you may have big buyers that prefer to pay by other means) we will charge the credit cards on all outstanding invoices. Two to three business days later we will "Flash Deposit" the collected funds into your preferred checking account.

## **Q: Can our show use SSA to manage our entire live sale?**

A: You sure can. Many of our clients prefer to use our system to register buyers, print invoices, take payments and print exhibitor checks.

## **Q: Can the SSA site go down during an auction?**

A: If any provider ever answers NO to this question...run from them as fast as you can. It's technology, there's always a chance. However, SSA has taken great measures to assure we diminish the possibility as close to zero as possible. Our platform is hosted on Amazon's AWS servers and is managed by actual people anytime a sale is being broadcast or in the final hours of an online only. Additionally, our data is on a "Per action" back-up. Each time a bid is placed that data is backed-up to an offsite service. In the unlikely event of server failure, we can re-load the sale to the last confirmed bid and keep going.

## **Q: What does it cost our show to use SSA?**

A: It doesn't. It costs only when you don't use our service. Use the SSA platform and follow our "Steps to Sale Success" and you'll drive total revenue 8-20%. We charge just 1.5% for our basic simulcast package and that includes the equipment use and 100% customer service.

