

HELPING ORGANIZATIONS
IMPROVE THEIR AUCTION
& RAISE MONEY



EBOOK

Auction Displays Do's and Don'ts

HANDBID UNIVERSITY (C) HANDBID INC. 2016



Welcome Auction Displays eBook

This eBook provides best practices that you can take into your next online or event-based silent auction.

A QUICK REFRESHER ON MERCHANDISING!

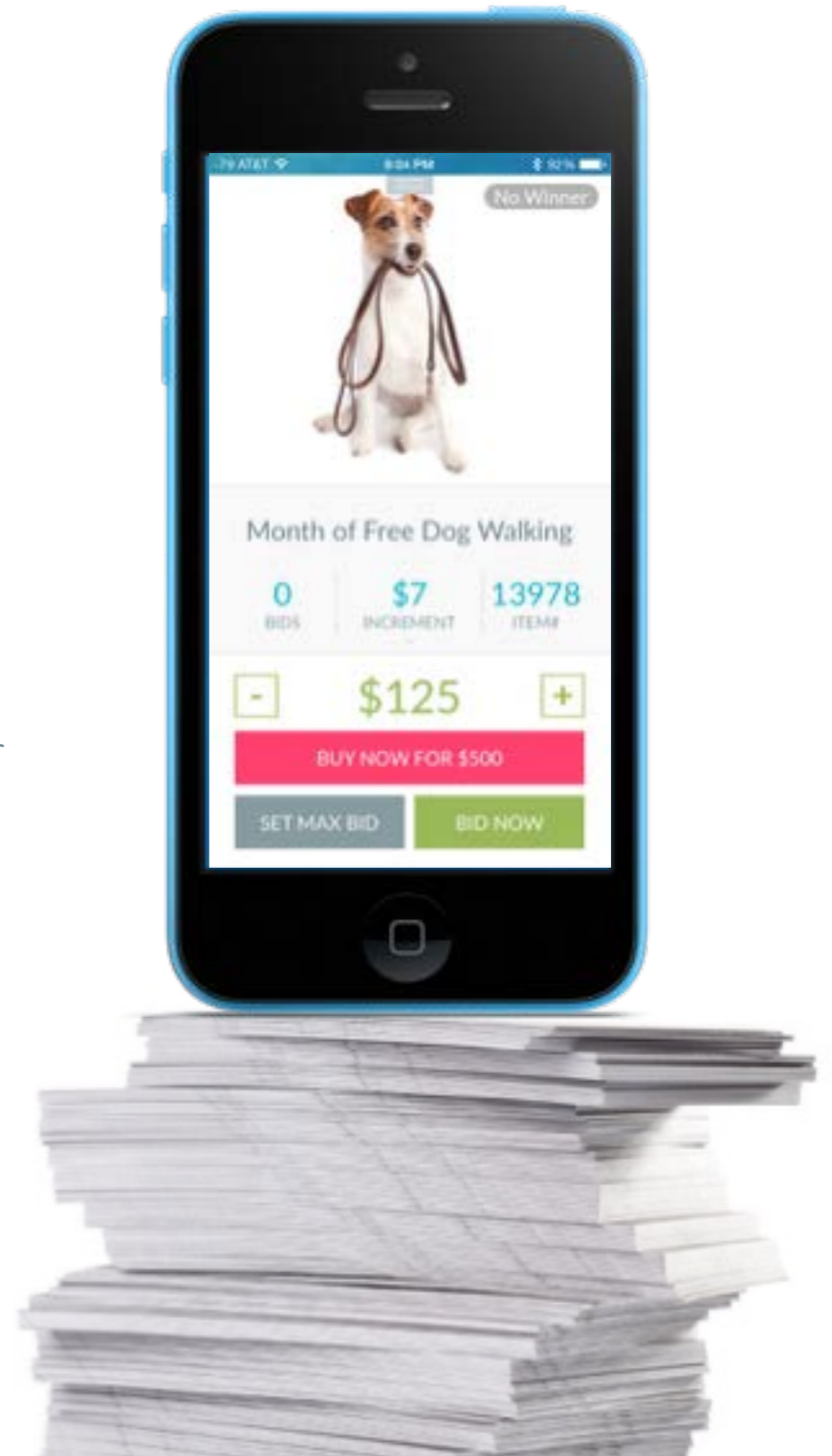
Merchandising is defined as “the activity of promoting the sale of goods, especially by their presentation in retail outlets.” Many people don’t think about setting up silent auction displays as “merchandising” but that is exactly what it is.

When you shop in a store (or online at places like amazon.com), your purchasing decisions are heavily influenced by how the product is presented. As you can imagine, nothing is more frustrating than a sparse description, mislabeled items or hard to see or find information.

CREATING PROPER AUCTION ITEM DISPLAYS

With mobile bidding, you have the added challenge of linking the physical and digital content in your auction. But don’t worry, that task is not at all difficult if you follow the simple principles in this eBook.

So in short, proper presentation is important and we have provided this eBook as a means of helping you improve the displays at your next silent auction. After all, if your items are well organized, displayed and easy to find, your bidders won’t have a hard time bidding on them!



Maximize your fundraising revenue with Handbid,
the superior Silent Auction Solution

Which item is it?

Label your items on the table for easy look up on your mobile bidding device. Make sure that item codes can be easily read.

GOOD



Item Name and Item Code clearly visible. The item name also matches what is in Handbid exactly.

COULD BE BETTER



Only the item code shown but difficult to read (yes you can get too fancy sometimes)

Can you read that?

Ambience is great for a gala, but its tough for shopping. Hence why retail stores are so well lit. Turn the lights on...

GOOD



Not “sexy” but the gym lights are on and the items can be easily seen

COULD BE BETTER



Hard to read dark text on a white paper in a dark room. The area needs more light

So what does it include?

Imagine how frustrated you would be if every retail store you visited had all of their items shrink wrapped. Leave the shrink wrap for packaging at checkout.

GOOD



You get to pick up the bottles, check out the vintage and see everything that is in the basket clearly

COULD BE BETTER



We know wrapped baskets are popular, but its hard sometimes to see what is in them

How can I find that item?

Your guests will often look up items by code. It's a simple way to search that doesn't involve spelling or long names. To make this work, keep your item codes simple.

GOOD



Item codes are clearly marked and easy to search with to find the items in Handbid

COULD BE BETTER



This item code is difficult to type in to search. Keep item codes as simple as possible (e.g. 101, 102..)

Which category?

Handbid encourages auction managers to organize items by category for easy browsing. Make it easier for your guests to find items in by also labeling your displays with category designators.

GOOD



Any question these items are in the ART category? No

COULD BE BETTER



This area had no category label that made it easy to browse the auction items and look up details and prices

So what is for sale?

Are you really only selling a bunch of paper certificates? Even if its just a trip to the beach, perhaps pair it with a set of beach towels, a bag and a towel to get people in the mood of purchasing that beach vacation.

GOOD



A basket of simple (and inexpensive) trinkets will get your bidders in the mood to bid on that expensive trip!

COULD BE BETTER



Yawn... nothing to distinguish any of the items. Even if they are all certificates, show something more!

Mobile Bidding with Handbid works!

Check out the results that this organization's silent auction has had with Handbid



Putting Handbid to use at a silent auction will **increase user participation** and engagement, **drive higher bidding activity** and **maximize fundraising revenue**.

We are proud to have helped some of the finest organizations in the world raise money

These organizations are just a few of the many who have trusted us to help them raise more money in their auction. **We would love to add to you to this growing list!**



We have built our software to support the largest organizations and events, but have scaled it to be available and affordable to organizations of all sizes

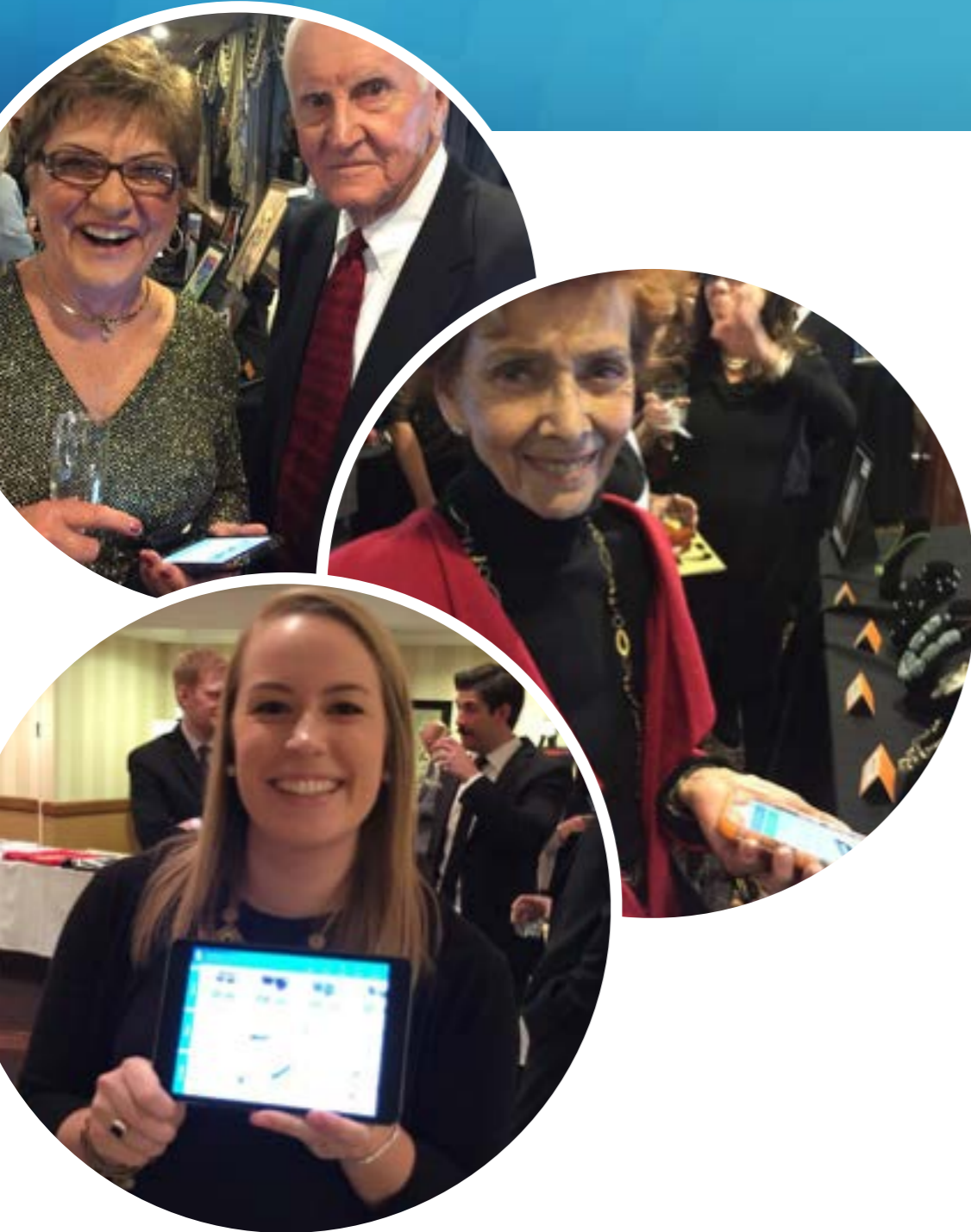


Hopefully you found this eBook Helpful!

We love sharing ideas, best practices and our research with you. We hope you can use this to improve your own auction event!



HANDBID



Have more questions? Need to speak with us about your event? Want to access more eBooks, tips, and research?

Contact us at

service@handbid.com or 303-622-5804

Subscribe to our Blog

<http://blog.handbid.com/blog>

Find us on **Facebook, Twitter or Pinterest!**