

bid_in

the way to raise more



Introduction

bid_in was founded in 2016 by the owners of one of the leading events companies in the UK, who have worked with the largest corporations and charities for more than 20 years. The goal was simple: to help charities raise more money at their events.

The reason behind the creation was that having employed all of the other providers in the silent auction sector for many years, bid_in's developers found that they all fell short in some way.

The objectives were to create a system that looked better, was more user-friendly, shared the principles of the charity or client, and most importantly raised more money. bid_in is proud to say that so far, it has ticked all the boxes.

bid_in Silent Auction Technology

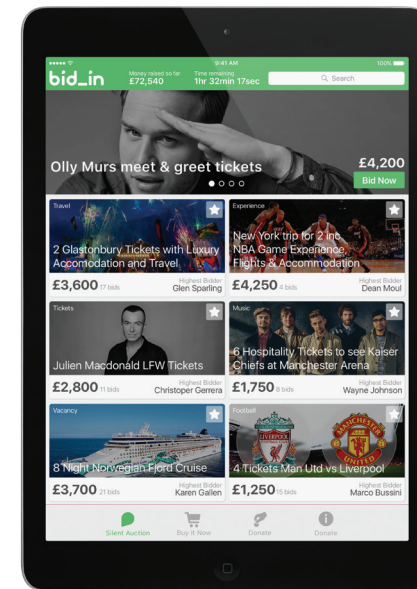
The bid_in technology is a state-of-the-art engaging system. Rather than just a text-based auction, everything is picture based, meaning it not only looks amazing but also draws guests' attention to prizes and thus generates more bids.

It also eliminates the need to have the actual prizes at the venue, as guests see exactly what they're bidding on through the device itself.

A leader board can be projected in real time on big screens, but bids are also broken down next to each prize on the iPads to generate competitiveness and keep guests bidding.

Items such as raffle tickets can be purchased and paid for directly through the device with our 'Buy It Now' option – eliminating the need for staff with card machines and allowing guests who may not have cash on them to participate.

The technology also allows secure payments to be made for auction prizes directly on the device when the auction ends. Again, this means guests can pay from their seat rather than having to queue at a payment desk or be found by a member of staff, so their enjoyment of the evening is not disrupted.



Donate

The **'Donate'** option lets you describe your fundraising efforts and include those in the room that may not wish to bid on a prize but still want to support the charity or appeal in question. Again, there is an option to pay directly through the device should the guest wish to do so.

Event Info

The **'Info'** option lets you highlight the itinerary, menu, timings etc. of the event. It's a great way for all in attendance to know what is going on and when, but also means that guests remain engaged with the devices regardless of whether they are actually bidding.

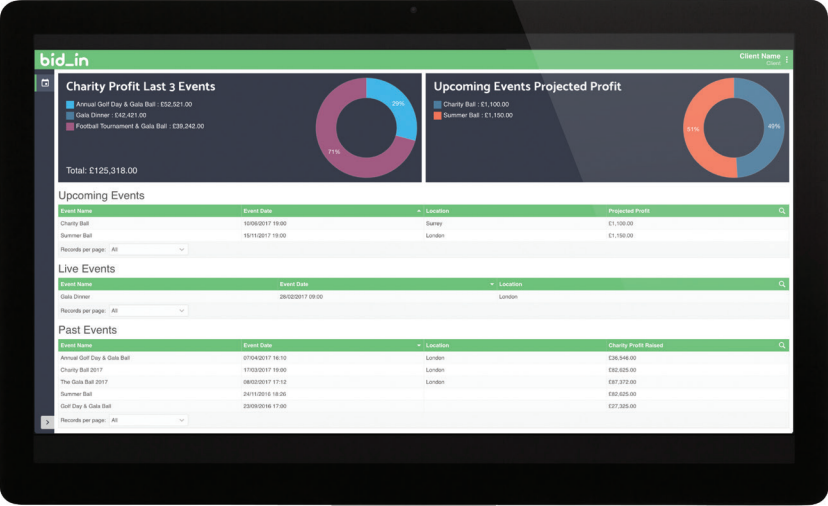
Client Portal

Prior to the event, the bid_in client portal allows you to log in and create your own auction in minutes. Upload your logo or colour scheme, guest names, and your own prizes and you're ready to go.

You will also have access to a catalogue of prizes that you can choose from to increase your fundraising if you wish. Simply choose a prize and it is automatically added to your auction. bid_in uses data analysis from previous auctions so you can see which prizes have raised the most profit for charities from similar events at the same locations.

During the event you can log in and see a live reflection of the auction and bidding history, and make amendments to any of your prizes and/or prices should you require.

After the event the portal will give you a detailed analysis of every aspect of the auction, including all prizes and winners and a full financial breakdown of funds raised, collected and outstanding.



Why bid_in?



Most importantly bid_in shares your values



bid_in work closely alongside all partners and offer valuable advice on how to maximise returns



Transparency on all costs & prizes



The catalogue of prizes is updated in real time, with items instantly transferred into your auction when selected, meaning no order forms need filling out



There is no mark up on any prize taken from the bid_in catalogue, which in turn delivers bigger returns from your auction



100% record of raising more funds from the exact same event supported previously by another auction provider (as of 01/05/2017)



Customer service is at the forefront, with a dedicated account manager that will work with you before, during and after the event



State-of-the-art, user friendly system



Secure payments made directly through the device

Charity Profit Raised



A few companies and charities
bid_in has raised more for include...



The logo for bid_in, featuring the text "bid_in" in a bold, lowercase, sans-serif font. The "i" in "in" has a dot, and the "n" has a vertical line through it.

To arrange a demonstration or to find out more please contact:
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