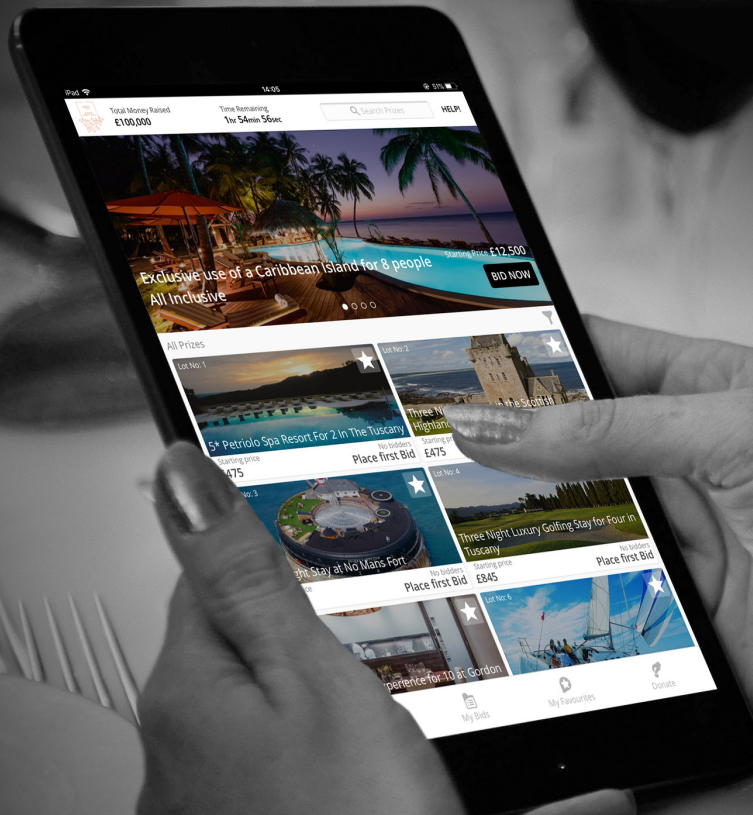


bid_in

the way to raise more



Introduction

bid_in was founded by the owners of one of the UK's leading event companies who have built outstanding rapport with some of the largest corporations and charities over more than 20 years. Our goal was simple: helping charities raise more money at their events.

Our objectives were to create a system that exceeded anything currently within the silent auction sector. Having previously employed all other providers for many years for our events, our knowledgeable team of bid_in developers found they all fell short in some way.

bid_in provides state-of-the-art, innovative technology that provides a more aesthetically pleasing and user-friendly format, giving you the opportunity to share the principles of the charity or client, pick from a range of bespoke tailored prizes that money can't buy – suited perfectly to your audience and event - and ultimately raise more money.

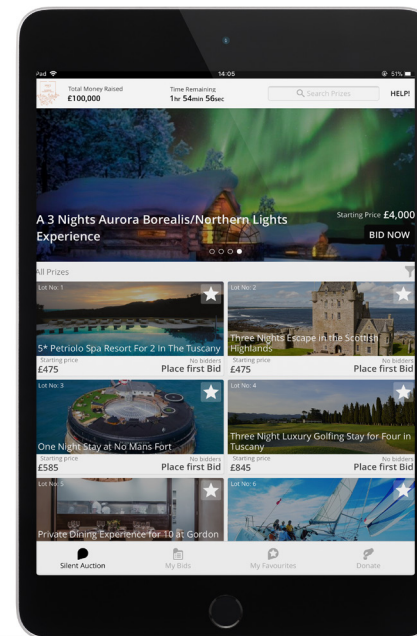
We are proud to announce that to date, bid_in has achieved its goal and increased the money raised for every event. We are here to help you achieve yours.



bid_in Silent Auction Technology

The bid_in technology is a state-of-the-art visually engaging system, offering a different perspective to the silent auction industry. The system offers a multitude of features that not only captivate the eye but entice the user, driving an air of competitiveness amongst the room and thus generating more bids:

- Our picture-based rather than text-based format lures in the user, providing a preview taste of the prize itself and eliminating the need for actual prizes to be present at the event.
- We offer a leader board that can be projected in real time onto big screens as well as providing a breakdown of all bids next to each prize on the iPad, generating competitiveness.
- A “**Buy It Now**” option allows users to pay directly through their device for items such as raffle tickets for those who may not want to participate in bidding. Moreover, secure payments can be made for auction prizes directly on the device when the ends, removing any need for staff with card machines, finding alternative arrangements for payment or queuing at any payment desks.
- A ‘**Help**’ button is present, which will trigger a floor assistant to attend to the user as quickly as possible.



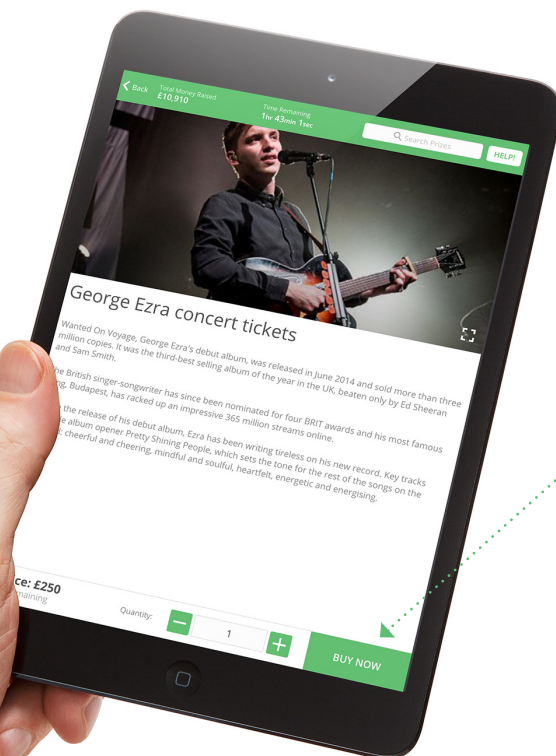
Display

bid_in provides a Help button to ensure a flawless service, with a help request button response of 90 seconds. We state the time outstanding of the auction and the profit raised during the evening – this figure is an exact representation of the profit going to charity.



Donate

Describe your fundraising efforts; for those in the room who may not wish to take part in the auction but still want to support the charity or appeal in question, they can do so using our 'Donate' option.



Buy It Now

For any prizes that don't fit into the 'money can't buy' category but are nonetheless amazing, bid_in's Buy It Now feature allows you to enter prizes into your auction that guests can buy outright and in turn add to the charity profit of the night.



Event Info

A great way to keep all in attendance engaged with the device regardless of whether they are taking part in bidding, our 'Info' option allows you to highlight the itinerary, menu, timings etc. of the event and provide a welcome message to your guests.

Our software is designed to cause minimum disruption to guests, allowing them to enjoy a spectacular evening.

From factory to store where your charity

Total Money Raised

£202,000

Time Remaining

5 min

Paintball People

Starting price £85

Champagne

£745 1 bid

Steven Gerrard Signed Boot

£3,500 6 bids

Leading Bidder

Marie Smith

Leading Bidder

Anonymous#6991

Live bids

Amanda Clarke	£1,295
Two Night Break For Two People At Dar...	
Anonymous#783	£745
Champagne and Canape Cruise for Four	
Wilson Peterson	£2,200
Anthony Joshua Signed Glov	
John Smith	£660
Ronnie Corbett Framed Signed Display /...	
Franklin Bates	£580
Harry Potter Signed Display	
Amanda Clarke	£695
Champagne and Canape Cruise for Four	
Edward Crowford	£775
Only Fools and Horses Signed Display	
Anne-Marie Smith	£3,240
Cristiano Ronaldo Signed Boot	
James Harrison	£1,195
Two Night Break For Two People At Dar...	
Anonymous#6991	£3,500
Steven Gerrard Signed Boot	
Wilson Peterson	£450
Steven Gerrard Signed Boot	

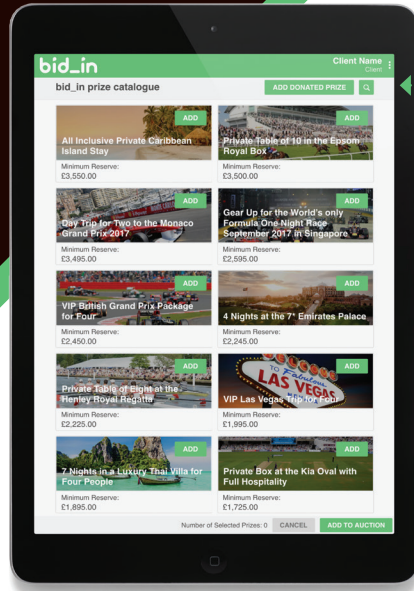
Projector App

bid_in uses a state-of-the-art projector app that shows both the current bids made on each prize and a current leader board to encourage a friendly yet competitive aspect to the auction. This in turn increases the volume of bids. When a new bid is placed, this is highlighted by it flashing across the screen.



Mobile Bidding

The bid_in mobile platform enables simultaneous bidding throughout the evening, either from within the room or via external mobile devices. Guests can bid on prizes at an auction through their phones using the same great features available on the tablet version. Mobile bidding can be used as either an alternative to tablets or to accompany them in a cost-effective and interactive way.



Prize Catalogue

The bid_in prize catalogue offer clients the opportunity to select items directly from the client portal, without the need to fill in Excel sheets or 'order' forms. You simply click the 'Add' button and it is in your auction. All items are on a sale or

return basis and no commissions or mark-ups are added. If prizes are won, the reserve price or cost of said item is the same price that bid_in purchases them for – ensuring more funds are raised for the charity.

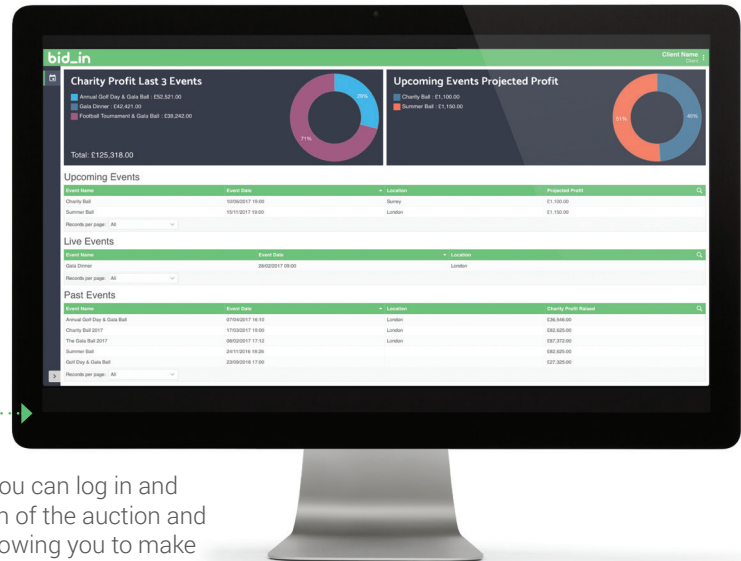
Client Portal

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, choose your own prizes and you're ready to go!

You have access to our bespoke tailored set of prizes in our catalogue that you can choose to suit your audience to increase your fundraising if you wish. We know from experience collating the right prizes for your audience will have the greatest impact on your fundraising. Simply choose a prize and it is automatically added to your auction. For your reference bid_in provides 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, allowing you to 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



A 100% record of raising more funds from the exact same event supported previously by another auction provider



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



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



Transparency on all costs and prizes



bid_in works closely alongside all partners and offers valuable advice on how to maximise returns



State-of-the-art, user-friendly system



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



Secure payments made directly through the device

When moving over from competitor's **bid_in** has continued to increase charity profit across the board!

Event Comparison 1

78%

Increase in funds raised for
GroceryAid
Great Ormond Street Hospital
Macmillan Cancer Support



Event Comparison 2

63%

Increase in funds raised for
Breast Cancer Now
BBC Children in Need
Help for Heroes



Event Comparison 3

36%

Increase in funds raised for
Breast Cancer Care
Breast Cancer Now



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

ASDA



Bloodwise
Beating blood cancer since 1960

breast
cancer
care

breast cancer
now



M&S
EST. 1884

MAKE-A-WISH[®]
United Kingdom



BRITISH
AIRWAYS



DEBENHAMS
FOUNDATION



NSPCC



English
National
Ballet



fashion & textile
children's trust.
Financial grants for children of UK fashion and textile families



retailtrust^{rt}
looking after all people in retail

RetailWeek



ih Isabel Hospice
Local Care for Local People since 1982



WE ARE
MACMILLAN.
CANCER SUPPORT

bid_in

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