

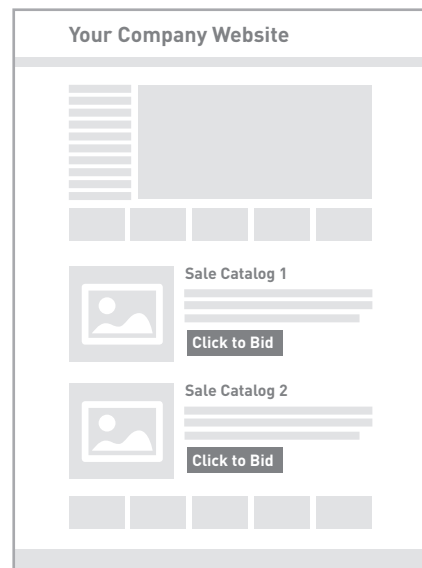
SEVEN STEPS TO MAKE YOUR ONLINE EVENT MORE SUCCESSFUL

Taking your events online can significantly boost your bottom line. Your sales are no longer restricted to a geographical area. With Proxibid you can sell across the country and across the world; watch your loyal buyer base grow exponentially. Whether running your first or your 500TH online sale with Proxibid, we encourage you to take these sample steps to make it more successful. This list was created by a team that has supported hundreds of thousands of events. Follow this best practice guide and watch your sales skyrocket.

1. PROMOTE ONLINE BIDDING ON YOUR WEBSITE.

- Proxibid provides graphics to implement directly on your website. More is better, but if you cannot place a graphic on every page of your site we recommend, at a minimum, including one on your homepage and event calendar pages.
- Link promotional graphics directly to your event on Proxibid using a unique custom URL that we provide.
- Be sure to tell users what to expect when they click on these graphics.

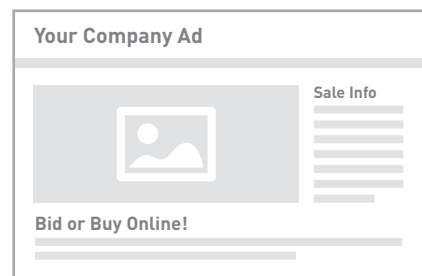
INFO TIP: Sample messaging: "Can't make it our auction? Bid live online via Proxibid."



2. PROMOTE ONLINE BIDDING IN YOUR PROMOTIONAL MATERIALS AND ADVERTISING (PRINT, FLYERS & EMAIL).

Ensure your advertising materials include information that drives buyers to your online sale. Re-use the same graphics from your website to make it easy.

INFO TIP: Be sure to include your custom landing page URL on your materials to help buyers find your sale online.



3. PROMOTE ONLINE BIDDING TO YOUR ONSITE AUDIENCE AND EXISTING CUSTOMERS.

Often onsite buyers who cannot stay for the entire auction will leave and place bids from their computer. Displaying a banner at your event will ensure they know they can bid online.

INFO TIP: Proxibid will provide you with free saleroom banners that include your custom landing page URL.

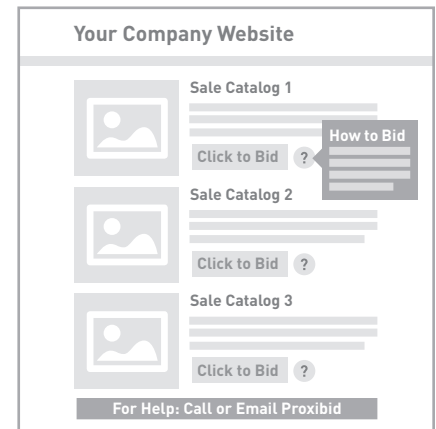


4. PROVIDE ONLINE BIDDING INSTRUCTIONS.

Not all buyers are familiar with bidding online. Providing clear instructions makes it easier for them to participate. We recommend including the following on your site:

- A link to Proxibid's step-by-step buying instructions and tips: www.proxibid.com/biddinginstructions
- Make sure buyers know how to reach Proxibid's customer support team, staffed 7 days a week from 7:00 am to 10:00 pm Central time.

Email Support: info@proxibid.com **Phone Support:** 1.877.505.7770 | 1.402.505.7770



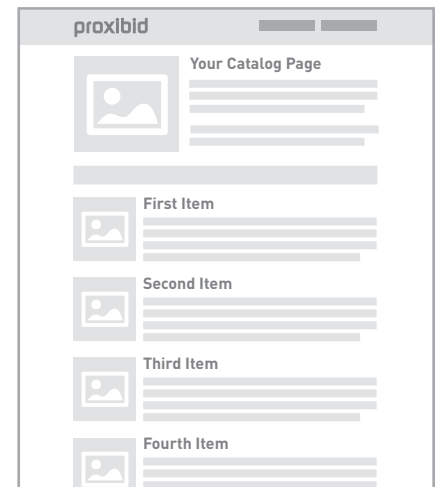
5. POST YOUR INVENTORY AS SOON AS POSSIBLE.

Even if you don't have the sale order complete or all of the items ready yet, getting your listings up as soon as possible delivers great benefits. Here are some other important cataloging tips:

- Search engines, like Google, are constantly indexing Proxibid's site. If your content is not on the site, buyers won't find you. Be sure your catalog is loaded as early as possible.

INFO TIP: Post your catalog 30 days in advance. Include photos as early as possible—buyers are 3x more likely to leave a catalog without bidding if there are no photos.

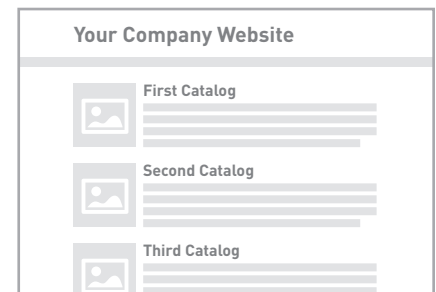
- Write detailed item and catalog descriptions to improve your Proxibid search results and search engine optimization for sites like Google, Bing, and Yahoo.



6. INTEGRATE YOUR PROXIBID CATALOGS INTO YOUR WEBSITE.

Proxibid offers a solution that integrates your online catalog and bidding activity into your own website. Display your site's header and footer, and most importantly your site's navigation, to streamline the buying experience. Check out a branded solution example at www.AuctionSolutionsInc.Proxibid.com.

INFO TIP: Keeping bidding and buying activity on your site using a Proxibid branded solution delivers enhanced search engine optimization benefits.



7. LEVERAGE THE PROXIBID MARKETPLACE AS AN ADVERTISING PLATFORM.

Did you know the Proxibid Marketplace receives more than 2 million visitors each month? Take advantage of Proxibid's web traffic by placing ads on Proxibid.com and in our weekly email blasts.

INFO TIP: See Proxibid's suite of advertising opportunities: <http://sites.proxibid.com/advertising/>

