

# SILENT AUCTION

## FACT SHEET

**Proven to raise more money than paper-based bidding, IML's Silent Auction software enables guests at fundraising events to bid on items without having to leave their seats.**

IML's Silent Auction software is extremely easy to use.

Guests simply enter their bids into an IML keypad and the screen instantly informs them if their bid has been successful.

Keypad screens constantly update guests with the current highest bids, generating competitive bidding that increases the value of the lots.

### MAXIMIZE FUNDRAISING

The immediacy of Silent Auction software has been proven to create a competitive atmosphere among guests who are able to re-bid on items immediately. The system is convenient and discreet - guests do not have to leave their seats and can continue to bid throughout the event.

### IDENTIFIED OR ANONYMOUS

Bid updates can be anonymous or identified. During an identified bidding process, the handset informs guests of the current highest bid and the name of the bidder who placed it. If anonymity is required, the system can withhold bidder identities from other users, while still allowing the event organizers to track the highest bids.

### DISPLAYING BID UPDATES

Guests are updated with the current highest bid on their keypads, creating a competitive atmosphere and promoting more bidding activity. In addition, IML can design bid update slides to be projected onto the main display screens.

Bid update slides can be branded with company and sponsors' logos and will also feature the name and description of each lot, alongside the fundraising total.

### PLEDGES

Some of your guests may be unsuccessful in their bid to win auction lots but may still wish to donate money to the charity. This can be done quickly and easily using the Pledge function.

Guests wanting to pledge money simply select the 'Pledge' lot number and then key in the amount they would like to donate.

The total amount pledged by guests can also be displayed on the main screen.

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# SILENT AUCTION

**"The IML system made the silent auction far more competitive and fun, and we certainly plan to use IML again at future auctions. Their support throughout the process was second to none"**

Room To Read

**"I highly recommend IML's Silent Auction system, it created a real buzz among guests and the process was far smoother and fairer than in paper-based bidding. It really made a difference to the evening."**

Office of Institutional Advancement

**"We had so many compliments on the evening, the bidding atmosphere even inspired clapping and cheering. The process was great fun, encouraging huge generosity. We'd certainly use IML again."**

Families of Spinal Muscular Atrophy Charitable Trust



Picture courtesy of the National Portrait Gallery  
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## STAGE 1

Guests insert their personal Smartcard into a keypad and enter the lot number they would like to bid on.



## STAGE 2

The keypad automatically tells guests the current highest bid for the lot and whether it is held by them or another bidder.



## STAGE 3

Guests enter the amount they want to bid.



## STAGE 4

The keypad instantly informs guests if they hold the highest bid and will update them if they are outbid.

