

IML PLEDGE & 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 auction items.

INCREASE REVENUE

Not only will you have a much higher participation rate than the "old fashioned" paper silent auction, but it is also very common to see bidding wars break out all around the venue. The instant status of the items allows competitive guests to re-bid on their favorite items immediately.

Some of your guests may be unsuccessful in their bid to win auction items, but may still wish to donate money to the charity. This can be done quickly and easily using the Pledge function of IML's Silent Auction software.

SPONSORSHIP

Don't let budget restraints prevent your silent auction from having a record breaking year of profits! There are many branding opportunities that can pay for the system and spotlight one or more of the benefactors.

SIMPLE & FUN

Guests are able to enjoy the event without having to hover around the bid sheets. With our wireless hand-held devices there are no location restrictions, the silent auction can be open throughout cocktail hour, dinner, dessert and even later if you choose!

Management of the silent auction portion of your event is streamlined, including: time controls, efficient invoicing and detailed reports.

FUTURE PLANNING

Capture individual names and bids to create a hot list for your next fundraiser or upcoming event.

IML
www.imlaudience.com

For more information, please contact:
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"Not only did the technology help us increase the night's overall revenue, but it was easy and fun for everyone to get involved. I think that in this economy finding new ways to engage more guests in the fundraising process can make a real difference."

Mark Bezos, SVP Development & Communications
Robin Hood Foundation

"IML played a key role in the success of our gala dinner. The auction technology certainly wowed many, and enticed many guests to engage in some extra bidding for a great cause."

Elaine Chin, Head of Corporate Affairs
Standard Chartered Bank

"The bidding devices were great - not only did they help us raise more money for our silent auction, but our members haven't stopped raving about how this year's celebration was the best yet!"

Sarah Ruzek, Director of Education
MSAE



Picture courtesy of the National Portrait Gallery

STAGE 1

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



STAGE 2

The keypad automatically tells guests the current highest bid for the item 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.

