

MaestroSoft® Text2Bid

Text2Bid
Silent Auctions by Mobile Phone

Take the next leap in silent auctions by allowing your guests to use their phones to place bids. There are no apps or software to install – works with ANY phone!

Now your supporters can use **any phone** to bid on items, and there's no equipment to purchase or rent because guests use their own phones. Your bidders provide the equipment, you provide the items, and MaestroSoft provides the tools for a unique, fun, and memorable auction experience!



Expensive electronic bidding devices have become increasingly popular, but MaestroSoft has responded with a solution that works for *any auction's budget.*

Step 1

Through word of mouth, posters, and at check-in, your supporters are asked to text a *word* to a *number*. **Text this example:**

**AUCTION
to
37284**

Step 2

The supporter receives a text message with a link to a mobile bidding page. The bidder can choose categories and place bids for the items they want. The page stays active until the auction closes. If they're outbid, they receive an instant text message!

Step 3

The auction closes, and the winning bids are brought into AMPro for reports and statements.

MaestroSoft
**AUCTION
MAESTRO
PRO**

Features and Tools

- ✓ Your own custom logo and flexible bidding window
- ✓ Bid on multiple items
- ✓ Allows bidders to "buy now!"
- ✓ Automatic winning bidder notification
- ✓ Automatic outbid alerts
- ✓ Web-based leader board
- ✓ Fast and easy setup
- ✓ Allow supporters to sign up for post-event updates
- ✓ Kiosk feature allows bidders without phones to join in on the fun and place bids
- ✓ Bidders can create a "watch list"
- ✓ Bidders can view entire item descriptions
- ✓ Bidders can use pre-set bid steps or jump ahead
- ✓ No specialized staff or special training required
- ✓ Capture guest contact info for follow-up
- ✓ Bidders can bid from **any** location – at the event, at home, or even on vacation!

Contact us today to ask questions and arrange a demonstration!

1-800-438-6498 x1



Full Details and Feature List

Text2Bid is the latest innovation from MaestroSoft, leaders in event management technology. With our **Text2Bid** system, guests at auctions do not need to continuously check their bids on a paper bid form to see if they are winning but instead are notified by text messaging. Bid activity as well as items on their "watch list" are instantly available on the guests' own cell phone! This new technology bridges the gap between traditional silent auction bid forms and the Live auction by introducing a fun, high energy alternative to the traditional bid process.

MaestroSoft's **Text2Bid** system also gives auction committees a middle ground capability where they can sell items requiring higher visibility than found in the Silent auction, without adding them to the Live auction. Text2Bid is the perfect tool for your "Almost Live" items!

Features and Benefits

- Uses existing cell phones brought to the event by your guests – nothing to rent!
- So cost effective it can be used for just a few items, or for many
- Because guests use their own phones, training issues are eliminated
- No specialized staff or training required – volunteers easily manage the process
- Integrates with **AuctionMaestro Pro** software for easy check out
- Works with any cell service and any type of phone as long as text messaging is available
- Sponsor logos integrated in screens to create an additional profit center
- Kiosk feature allows bidding by guests without cell phones
- Adjusts automatically to any phone – more phone features, more bidding and display options!
- Bidders can track items by adding them to their "watch list"
- Allows for "Guaranteed Purchase" feature
- You can extend the end of the auction for items that are still receiving bids
- Bid steps are displayed allowing bidder to "jump" to a higher bid other than the next step
- Bidders are automatically advised when out bid – and allowed to accept the next leading bid
- Links on item descriptions bring more detailed information to view
- "Leader board" display continuously updates current bid activity in "real time"
- Makes it easy to sell duplicate items to second and third high bidders
- Bidder need not be present at the event to bid – allows for remote bidding from those unable to attend the event
- A random call to a registered phone at the event can be used as a raffle
- Since bidders use their own cell phones, **post event** contact by text messaging is easy
- **MaestroMobile** enables post event contact for follow on donations to event registered phones

What equipment do we need at the event?

In addition to the computers you already have at the event for AuctionMaestro Pro, we recommend:

- A projector or HDTV hooked up to a computer to display the leader board
- An internet connection for the leader board computer
- A venue that has decent cell reception