

General marketing guidelines to maximize you online bidder participation

The amount of online bidder participation can relate directly to the visibility of the internet bidding service in all forms of sale publication. This will include prior sale ad publications and Display in Sale Catalogue

Prior Sale Advertising:



We recommend you use this logo to identify that your sale will be broadcast live via the Internet. This will allow your customers relate your sale with WLEX.ca. This will give them knowledge prior to the sale to allow them to log on and register for a username and password.

Sale Catalogue:

In your sale catalogue, we recommend that you include a statement on the sale information page of the sale catalog that will let people know that Internet bidding is being offered to your sale. (use the following as a template).



**Unable to attend the Sale
with wlex.ca you can
Watch, Listen & Bid just like you were there with
Online Bidding over the Internet**

If you are unable to make it to the sale or simply would prefer to bid and watch the sale from your home online, it is simple now with the Western Livestock Exchange. With OnlineRingman and the Western Livestock Exchange you can sit at home in front of your computer and Watch the Bull enter the ring, listen to the live auctioneer and have the ability to bid and any animal just like you were sitting in the stands. Now with The Western Livestock Exchange you don't miss a thing.

Simply visit www.wlex.ca and register for a free username and password. Download the patented OnlineRingman program to your computer. If you would like to bid at this sale simply log in and Request a bidder number, you will be approved prior to the sale and you can then bid in real-time over the internet with both High Speed and Dial Up. Please Request your bidder number at least 2 days prior to the sale.

For More information or help registering please call Western Livestock Exchange – Mark Shologan at 780-699-5082.