



## HOW TO PARTICIPATE ON THE PHONE OR ONLINE

We have made preparations to bid and buy livestock through Superior Productions' "Call or Click-To-Bid" service for those unable to attend in person on sale day. **Please note that all of the lots in the sale will also be available for viewing online prior to sale day at [www.superiorlivestock.com](http://www.superiorlivestock.com).**

### HERE'S HOW IT WORKS

**Turn in Bids Over the Phone.** This is our traditional method of buying livestock and is the suggested process for anyone who does not have consistent, high-speed internet. To get started simply go online to [www.superiorlivestock.com](http://www.superiorlivestock.com) and click on the tab titled "Register for a Buyer Number." Select the registration form for Superior Productions and print the registration form, fill it out and fax it in to Superior Productions at (817) 378-3380 with a signature on it, or scan and email the form to [info@superiorauction.com](mailto:info@superiorauction.com).

You can also mail it in to the address provided on the form. Upon receipt of this information Superior will call you with a buyer's number and the bid line phone number that you will use on sale day to place bids over the phone.

**Click-To-Bid.** This is Superior's online bidding program for cattle buying! **PLEASE NOTE THAT HIGH SPEED INTERNET IS REQUIRED – THIS IS NOT FOR DIAL-UP OR SATELLITE INTERNET.** Registration is free, but you must become a member of [www.superiorclicktobid.com](http://www.superiorclicktobid.com) to sign up. Becoming a member is easy – just go to the homepage of [www.superiorclicktobid.com](http://www.superiorclicktobid.com) and follow the outlined steps to get started. Input your information and select a username and password. You will receive an e-mail confirming you are a member. From that point forward you just have to sign in and select the sale you would like to register for and once approved by the ranch you will receive an e-mail confirming which sale you are now registered for.

**Viewing the Auction.** The sale will be broadcast via satellite on **SLA-TV Dish Channel 997**. *Please note that there is a short delay if you are watching the auction on television so be sure to call in a couple lots ahead of the lot you are interested in bidding on.* The sale will also be broadcast live on the internet at [www.superiorlivestock.com](http://www.superiorlivestock.com) – just go to the home page and select the auction. Remember you can call in to bid whether you watch on the TV or on the internet, but you must be a member of [www.superiorclicktobid.com](http://www.superiorclicktobid.com) to "click-to-bid." Your computer must have Flash Media Player installed to view the auction. If you have questions, please call the Superior Productions office at 800-431-4452.

**Bidders who are successful in making purchases via satellite or internet will be contacted by the ranch after the sale to settle payment and make shipping arrangements.**