



#### **VIEWING THE AUCTION ONLINE**

The auction will be broadcast online at **Bid.SuperiorLivestock.com** and the pre-recorded videos will also be hosted there prior to and on sale day. You do not need an account or login just to watch the auction.

#### **ONLINE BIDDING**

Go to [Bid.SuperiorLivestock.com](http://Bid.SuperiorLivestock.com) for Superior's new online bidding platform. If you have not registered there before you will need to create an account if you wish to bid (there is no registration required just to watch the auction). Once you have created an account, request a buyer number and you will then be able to bid online with the largest and most trusted cattle marketing entity in North America. Superior's new platform allows you to see both the live stream of the auction AND the pre-recorded videos on one screen at the same time!

#### **TURN IN BIDS OVER THE PHONE**

This is Superior's suggested bidding method for anybody who does not have consistent, high-speed internet. You still must register an account at **Bid.SuperiorLivestock.com** and request a buyer number and upon doing so you will see the bid line phone number. Just watch the auction online and call in at least 2 lots ahead of the lot you are looking to bid on.

**FOR HELP WITH REGISTRATION OR ANY PART OF THE BIDDING PROCESS PLEASE CALL SUPERIOR AT  
(800) 422-2117.**