

How to Bid on Auction Items with Bidding Owl

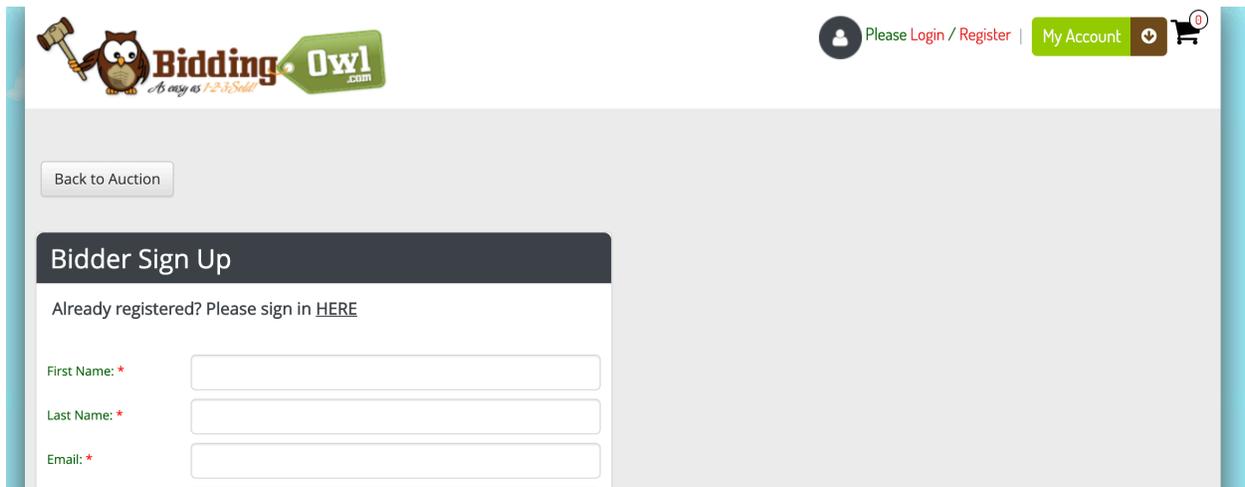
1. Visit eastman.org/auction or navigate to the online auction via one of our holiday web pages.
2. This is what the main page of the Bidding Owl auction site looks like. Please review all important information on this page about bidding, payment, and pickup.

The screenshot shows the main page of the Bidding Owl auction site for the George Eastman Museum. At the top, it says "George Eastman Museum" and "Ends On 12/13/2020". There are links for "Please Login / Register" and "My Account". A search bar contains the text "elderwood". Below the search bar, there is a "View Items" button. The main heading is "Holiday Silent Auctions" by "George Eastman Museum". The text describes the auction as a holiday tradition with gingerbread creations, wreaths, and tabletop trees. It lists the silent auction dates: Handcrafted Wreaths (Nov 4-29), Sweet Creations Gingerbread Houses (Nov 6-13), and Tabletop Trees (Nov 18-16). It also provides important information about pick-up and payment, including winning bidder alerts and pick-up windows. There are two images: one showing a family looking at gingerbread houses and another showing various gingerbread creations.

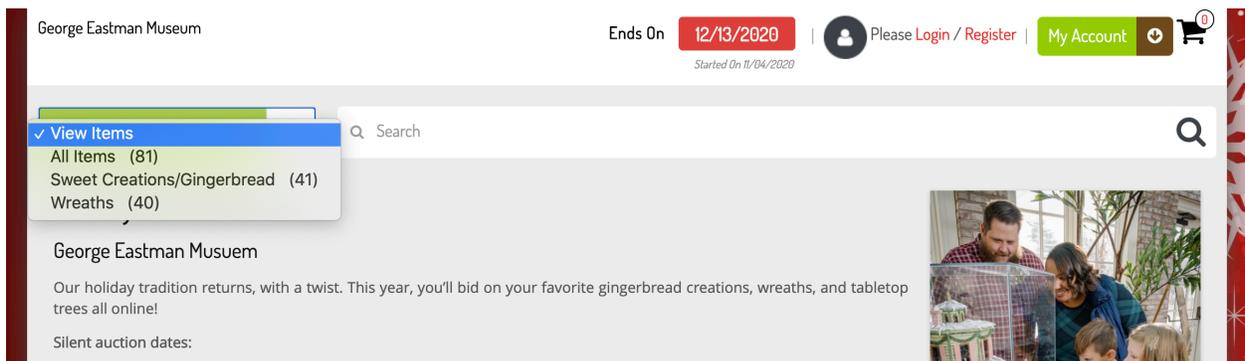
3. In order to place a bid, you will need to set up a Bidding Owl account. The account allows you to keep track of your bids, continue bidding if you get out-bid, and, if you choose to, pay for the item via PayPal once the auction is complete.

The screenshot shows the login page of the Bidding Owl website. At the top, there is a logo for "Bidding Owl .com" with the tagline "As easy as 1-2-3-Sell!". There are links for "Please Login / Register" and "My Account". A "Back to Auction" button is visible. The main heading is "Log In". Below the heading, there is a link for "Not a bidder yet? Sign up". There are two input fields for "Email: *" and "Password: *". Below the input fields, there is a link for "Forgot Password?". At the bottom, there is a "Log In" button. A large orange banner on the right side of the page says "This is for BIDDERS ONLY".

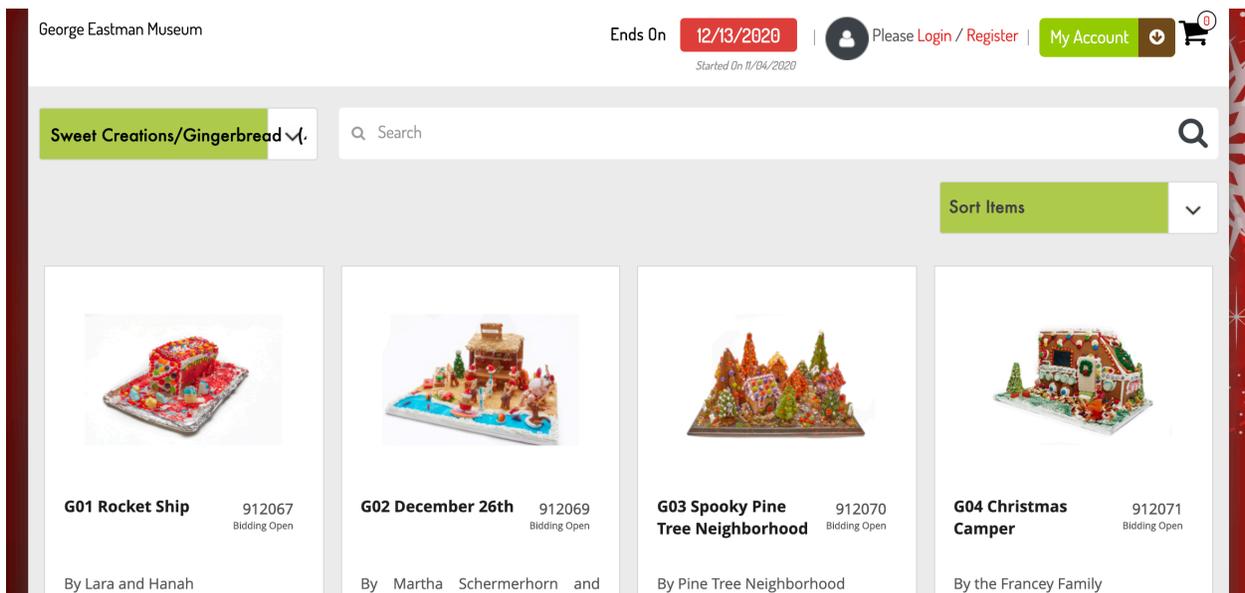
- As you sign up for an account, use an email address that we can easily use to contact you. This is how we will get in touch with you to confirm payment and pickup.



- Once your account is set up, and you are logged in, you can start bidding!
- From our main auction page, you can either search for a specific item using the search bar, or browse all items via the green dropdown button.

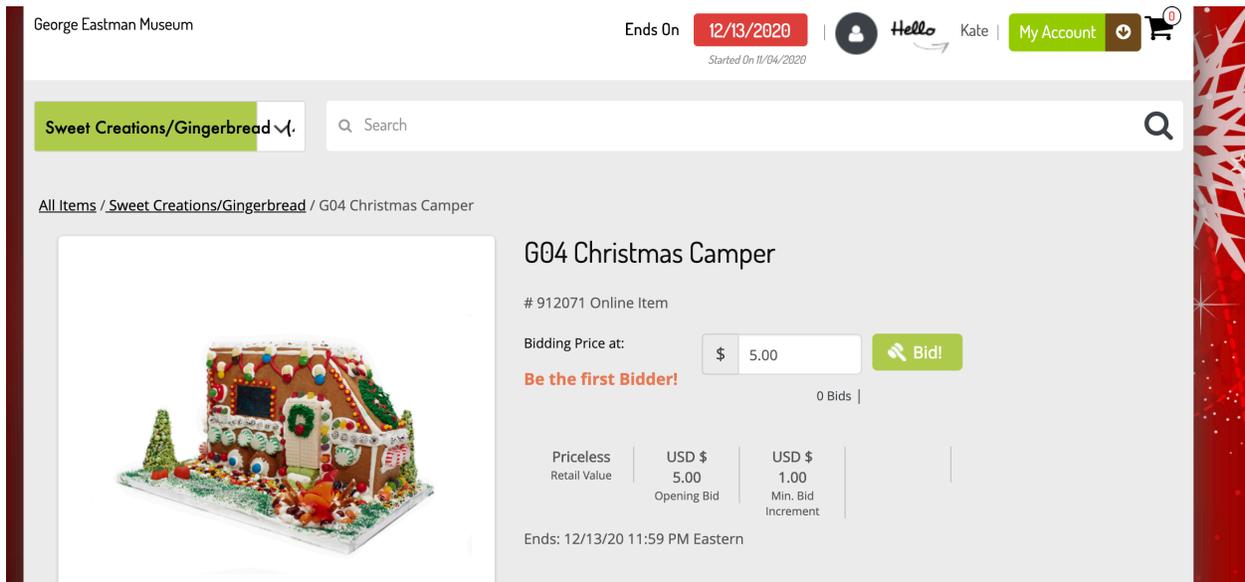


- Select the item you want to learn more about or bid on.



8. This is what an item page looks like. It includes information on the current item. Please review all of the Additional Information as it includes dates, payment, and pickup information.

9. Enter an amount and press "Bid!" when you are ready.



The screenshot shows an online auction page for a gingerbread camper. The page header includes the George Eastman Museum logo, the auction end date (12/13/2020), and user information (Hello Kate | My Account). The breadcrumb trail is "Sweet Creations/Gingerbread". The item title is "G04 Christmas Camper" with item number # 912071. The bidding price is set at \$5.00, and there is a "Bid!" button. The text "Be the first Bidder!" is displayed, along with "0 Bids". A table shows the retail value as "Priceless" and the opening bid as "USD \$ 5.00". The minimum bid increment is "USD \$ 1.00". The auction ends on 12/13/20 11:59 PM Eastern. A photograph of the gingerbread camper is shown on the left.

Description

By the Francey Family
12" x 14" x 9.5", holiday camper decorated with trees and candy

Expiration Date

12/13/20

Additional Information

By bidding on this item, you agree to:

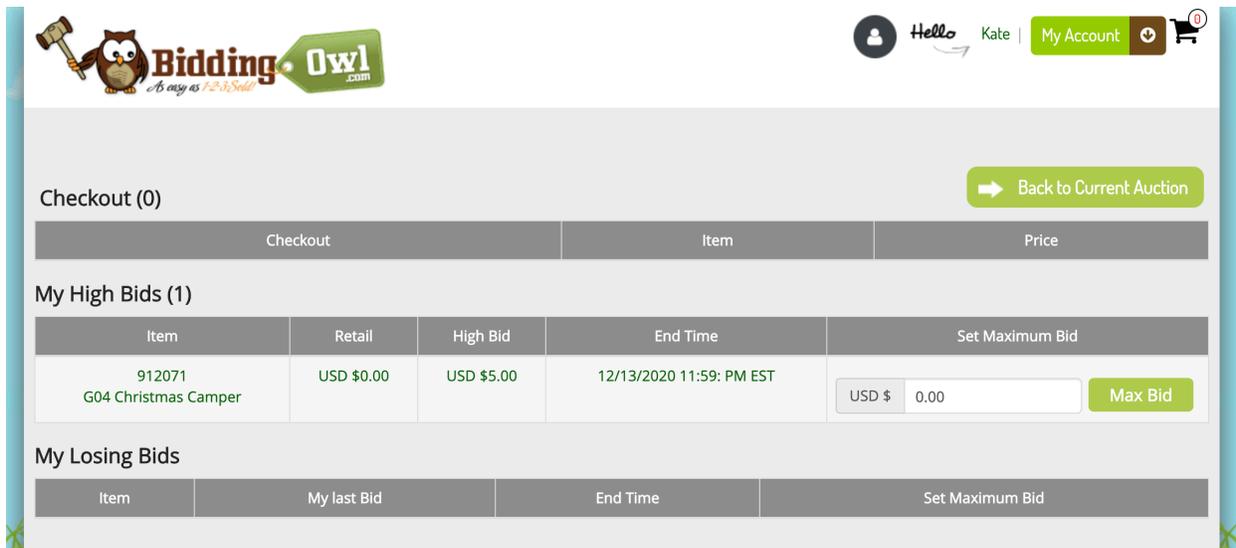
- Pay for your gingerbread creation either prior to pick-up on the auction site via PayPal (accepts all major forms of credit card or bank account; no PayPal account required), or at the time of pick-up by cash or check.
- Pick up your gingerbread from the museum before Wednesday, December 16 at 5 p.m.

Please note:

- Winning bidders will be alerted by e-mail and/or text (depending on selected contact preferences) when the auction ends with information about pick-up and payment.
- Sweet Creations cannot be delivered or shipped.

Proceeds from the auction benefit the George Eastman Legacy Collection. Thank you for your support.

10. If you would like to review your bids, press the green "My Account" button and select "My Bids." This will show you whether your bid is the highest.



The screenshot shows the Bidding Owl website interface. At the top left is the logo for Bidding Owl, featuring an owl and a hammer, with the tagline "As easy as 1-2-3-Bid!". At the top right, there is a user profile section with a "Hello" message, the name "Kate", a "My Account" button, and a shopping cart icon with a "0" notification. Below the header, there is a "Checkout (0)" section with a "Back to Current Auction" button. The main content area is divided into two sections: "My High Bids (1)" and "My Losing Bids".

Item	Retail	High Bid	End Time	Set Maximum Bid
912071 G04 Christmas Camper	USD \$0.00	USD \$5.00	12/13/2020 11:59: PM EST	USD \$ 0.00 <input type="button" value="Max Bid"/>

Item	My last Bid	End Time	Set Maximum Bid
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11. And that's it! Once the auction nears completion, we will reach out to everyone with instructions on how to pay for your winning items and how to pick them up from the museum.

Questions? Contact socialmedia@eastman.org.