

# The Project

Contributed by Administrator  
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We are a specialty advertising syndicate (agency) dedicated exclusively to promoting and building awareness of and attendance at live auction sale events on behalf of live auctioneers on a national and international level. We have created the solution to one of the greatest challenges facing every auctioneer, how to successfully advertise and promote a local auction event to the largest number of potential buyers on a limited per-sale advertising budget. A recent survey conducted by the NAA in partnership with United Country Auction Services revealed "the greatest barrier for consumer participation in live auctions is lack of information. They don't know when, where or how to participate in a live auction". The survey stated that "over half of consumers cited newspapers as their primary source for finding out about live auctions". Over 90% of auctioneers use local newspapers to advertise their auctions, but rates have been steadily rising and it has become difficult to get even local adequate coverage on limited sale budgets. Large, savvy auctioneers and Internet auctioneers have learned that auction buyers are not limited to locals and, in fact, the highest potential bidder for assets at your sale may be in another state or even another country. Acquisition Ventures, Inc. (AVI) has created the solution to level the playing field and make national and global advertising affordable for all live auctioneers. Our solution is pooling of advertising dollars. Auctioneers participating, as our clients, can reach the largest cross-section of potential buyers with a small investment.

A minimum of 80% of client advertising dollars placed in our trust account will be spent on a large cross-section of television, conventional print, radio and interactive web advertising. This campaign will place professionally produced national television advertising into millions of households, and/or place newspaper and print ads in the hands of relevant readers. The remaining 20% of advertising dollars collected from auction clients will be paid to Acquisition Ventures, Inc. as management fees for operating expenses and to cover production costs for radio, television and newspaper ads. The annual advertising expenditures could exceed \$7,000,000, depending on the number of auctioneers participating in the LiveAuctionEvents.com project. Only clients of Acquisition Ventures, Inc. may post live auction sale events on the LiveAuctionEvents.com website. Internet-only auctions will not be permitted to post on the site. In order to post an auction on LiveAuctionEvents.com, there must be a live auction event. A live auction with a webcast, simulcast, or interactive web bidding as a component of live auction events may be posted. Acquisition Ventures, Inc. will launch the first national campaign upon receiving commitments from at least 10% of the nation's auctioneers who conduct live auctions. Live auctioneers are a small niche industry being threatened by the growing web-only auction and classified sale sites. Surveys show buyers prefer participating in live auctions over web-only auctions. We believe our project will produce the premier single-source live auction listing destination on the web, and can provide live auction awareness and "branding" to the highest number of potential buyers on the planet. Imagine how reassuring it will be to your seller to know that his live auction event will be posted on a website backed by a well-funded national advertising campaign to attract buyer participation. Time is of the essence. We intend to launch LiveAuctionEvents.com in the first quarter of 2008, and have retained a public relations firm to generate significant coverage of our project. This coverage will include press releases to the wire services and television networks. To receive additional information, complete the enquiry form available on our website today. We want you to come on board the most exciting and creative advertising concept in our industry. Attention Film and Television Production Students

Acquisition Ventures, Inc. is looking for creative submissions of 30 second television commercials designed to create consumer awareness, and branding, of the LiveAuctionEvents.com Website. This is your opportunity to have your work featured on national cable and satellite television as part of major, and ongoing, advertising campaign.

If you have the skills, resources, and desire to execute a spot for our consideration, we want to talk to you. If your submission is selected, we will air your commercial on national television networks. For further information, or to discuss your ideas for a submission, please contact our president, Eddie Testo .