EREF Charitable Auction to Feature Online Components

Auction Introduces New Opportunities to Enhance Exhibitor Visibility at WasteExpo 2016

Raleigh, NC (April 6, 2016) – The Environmental Research and Education Foundation’s (EREF) Annual Charitable Auction continues to be one of the highlights of WasteExpo, held June 7 – 9, 2016 in Las Vegas. Having raised more than $16 million since its inception in 1994, the Auction features generous donations from members of the waste industry and provides opportunities for exhibitors to increase their visibility at WasteExpo.

The EREF Auction consists of 3 events: the Silent Auction, Live Auction and Raffle. This year, EREF will introduce mobile bidding in the Silent Auction and online bidding in the Live Auction.

The Silent Auction features smaller donations that allow donors to increase their booth traffic. Examples of previous donations include iPads, equipment, sporting event tickets and trips. Donations to the Silent Auction must be valued at a minimum of $400, and up to 2 items may be donated to meet the $400 minimum.

**New This Year:** WasteExpo attendees can bid on Silent Auction items as they attend sessions, visit the show floor or even while at dinner using their mobile devices. Mobile bidding provides one location for bidders to view donations and place bids, providing donors greater exposure.

The Live Auction is a fast-paced event where larger items are sold to the highest bidder by a professional auctioneer. Examples of previous donations include equipment, outings with industry executives and trucks. Donations to the Live Auction must be valued at $5,000 or more.

**New This Year:** The addition of online bidding extends the reach of the Live Auction beyond WasteExpo attendees. Using Ritchie Bros. Auctioneers online bidding in conjunction with the Live Auction will allow people from around the world to experience the EREF Auction in real-time.

The Raffle drawing takes place immediately following the Live Auction. This year, one WasteExpo attendee will drive home in an exclusive 2003 Chevrolet Corvette Z06 50th Anniversary edition. Tickets are only $100 each and will be available for purchase at the EREF booth. Raffle proceeds go to the Boys and Girls Clubs of Southern Nevada. Republic Services will make a matching donation to EREF.

“EREF is the only organization of its kind committed to supporting waste industry research and education,” said Mike Schwalbach, EREF Auction Committee Chairman. “And each year, through the generosity of our donors, the Auction is able to help further EREF’s mission. We believe the introduction of mobile and online bidding to this year’s Auction will be a draw for many potential bidders and will generate a lot of buzz during WasteExpo.”
All WasteExpo exhibitors are eligible to donate to the Live and/or Silent Auctions. For more information on how to donate, please send an e-mail to pgoddard@erefdn.org or visit www.erefdn.org to download the necessary forms.

EREF is a 501(c)3 class charity that funds and directs scientific research and educational initiatives for waste management practices to benefit industry participants and the communities they serve. For more complete information on EREF funded research, its scholarship program and how to donate to this great cause, visit www.erefdn.org.

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