**RFA Virtual CEO Sessions FAQs**

* CEO/Executive Session appointments will be sold in an online auction format.
* The auction will open on January 11, 9:00 am ET and close on January 29, 5:00 pm ET.
* We will open the auction page a week prior, the week of January 4, for a preview.  This will allow you the chance to set up your account and see the possibilities.
* The auction listings include important information about what each CEO/Executive is looking for from suppliers.  Please be sure to do your homework and find the best fit for your products and solutions.
* Online appointments will be at least 20 minutes long, at a date/time that is agreeable for both you and your CEO/Executive.
* Winning bidders will schedule appointments directly with the CEO/Executive to take place during the month of February.  Use whatever platform you prefer (Zoom, GoToMeetings, Webex, etc.)  Anyone from your team can participate in the appointment.
* Bidding begins at $200, increasing at $50 increments.  You can enter a "proxy bid," which is the maximum you are willing to pay for the appointment.  The system will automatically increase your bids at $50 increments and keep you as the top bidder, unless your maximum is outbid.
* CEOs/Executives are offering multiple appointments, so look for listings with fewer bids to get the best deal.
* Please remember that all proceeds will go to RFA and will help offset the loss created by our cancelled 2021 Conference.
* Payment will be made by credit card on the auction website.
* This auction is only open to RFA member companies as a member benefit.
* We already have over 100 appointment slots for the auction, and manufacturers are signing up daily.  Get ready for a great opportunity to build relationships and SELL!