

# Instructions for 2019 MI Beef Expo Consignment Form

**Please fill in the 2019 Consignment Form as completely as possible!  
This year's catalog designer will be Kevin Mears of Stock Options Marketing.**

**The catalog designer will pull EPD information before the publishing date.  
Sale Managers need to communicate with Kevin Mears on which EPD's to include.**

Your sale manager will be providing the Consignment Form to the sale catalog designer. All information is important!

## **Consignment Form**

- Complete all sections of the form. You may include a description but please keep it to approximately 55-65 words.
- The email contact information for breed representatives is at the bottom of the page if you have any questions.
- Send the consignment form and picture to your breed representative by email.

## **Photos**

- Please review pictures carefully!
- Photos must be of the highest quality to consider for printing. Any photos that are taken with digital photography need to be at least 500 KB.
- DO NOT CROP PHOTOS! Unaltered photos offer the catalog designer much greater opportunity to maximize the photo in the catalog.
- A great picture of the consignment's dam or sire is a much better choice than a photo taken in the middle of winter of a dirty animal that has not be prepped for sale.
- Photos taken outdoors on a bright day are much more desirable than those taken inside.
- Be sure the photo is a minimum of 500 KB. Identify the animal by registered name, when sending photos.
- Don't send photos clipped from magazines and the like. Send the original digital image by email to your breed representative.
- Photos taken from websites and similar are not suitable for print and permission will be required to be obtained before submitting these to the catalog designer.
- Do not add text or other enhancements to digital images. If you choose to make adjustments to the original photo, please save the original image under another name. If necessary the catalog designer can get the original/unaltered image.
- Poor quality photos will not be considered. We will be refusing photos that are of poor quality.

**Consignment forms and photos are due January 20, 2019**