2011 Vesalius Trust Auction.

Dear Team Captain,

Thank you for offering to participate in the 2011 Vesalius Trust Auction at the Tremont Hotel in Baltimore, MD. A main portion of the auction is changing and you're a big part of that change. We look forward to your enthusiasm, leadership, and creativity in taking this long-standing event to the next level.

This document can serve as a guide for you and your team as we move toward the meeting in Baltimore.

The overall view:
This year’s auction will have some of the same elements as in years gone by, as well as an exciting new aspect. Here is a list of the things happening during the auction time slot:

1. Silent Auction Starts
2. A message from Marcia Hartsock updating progress on the Medical Illustration Collection at the Lloyd Museum
3. Table Cloth Illustration Begins
4. Cast Your Vote (money) for the Best Tablecloth
5. Live Auction of Special Items
6. Presentation of Special Tablecloth Awards
7. Auction of the Tablecloths

The remainder of this document will outline the tablecloth portion of the festivities.

Pre-Meeting Activities
Team Preparation:
As team captain, you should build your team using any means that you can think of. This will certainly include long standing medical illustration friends, but we also encourage you to solicit new members and students into your group to help facilitate a larger group as well as new and exciting ideas.

Once you have a comfortable number on your team, you may wish to come up with a co-captain and other positions to make sure that you are well prepared for the event. You may also wish to have a team name, team colors, team logo/shirt/flag, or any other team-building element of surprise.

Teams can create elements that may be used for assistance during the actual tablecloth drawing period PRIOR to the meeting. These elements may include; designs, sketches, templates and/or stencils. All actual tablecloth creations will take place during the auction, any pre-fabricated stick-on, iron-on, pinning or pasting of any pre-made materials will not be permitted. All approved drawing materials will be supplied by the Vesalius Trust. No outside drawing materials will be permitted.
Entry Fees:
As a team, you are required to generate a minimum entry fee of $500.00, a donation to the Vesalius Trust. Now, all that means is that if there are 20 persons on your team, each member will give $25.00 towards the entry fee. There are no limits on the number of team members, so the more the merrier – and the less cost for all involved! Use any means necessary to add persons to your team.

Team Sponsorship:
Also new this year is Team Sponsorship. Tell your team members to talk to their friends and family and let them know what they are doing for medical illustration education. It’s like donating for somebody to run/walk for the cure - only here they are donating to their favorite medical illustrator to support medical illustration educational efforts.

A website for on-line donations will be set up for easy payment and tracking. Details will be given to each team as the specifics are finalized.

The team coming to the auction with the highest sponsorship dollar amount will get a one-of-a-kind prize!

Drawing Materials:
All drawing materials and approved tablecloths will be supplied by the Vesalius Trust and be on the table at the opening of the auction event. Each team will start with the exact same list of items.

As this is in the Tremont Ballroom, the Vesalius Trust has worked with hotel management to come up with an approved list of materials and has agreed that no other materials will be used. To add to the fun, the Vesalius Trust will not be giving a list of those materials other than to say more than one color will be available.

Upon completion of the tablecloth, all materials will remain at the auction site for proper disposal.

Let the Drawing Begin!
The Action at the Auction:
The auction evening will take place in the Marble Room at the Tremont Hotel on Thursday, July 21, 2011, from 5:30 p.m. - 7:30 p.m. Tablecloth drawing times will commence at the opening of the event and go throughout the silent auction time as well as during the tallying and distribution of the silent auction items. We predict that there will be approximately one hour of all out drawing time for your creation to come to life.

During this drawing period some team members will be busy drawing. Other team members may wish to “wander the room” soliciting for more funding of their team’s
effort to win the “race for the best table cloth”. Money will be gathered to help the tablecloth reach the top earnings. (This activity is similar to the previous races involving the school-based projects.) The time limit will be short so be sure to have your team ready to drum up some donations from across the auction attendees.

Begging and pleading for cash, or bartering for beverages will not be discouraged.

**Tablecloth Art Completed**

**The Auction Continues:**
Once the time limit has expired, the tablecloths will be on display for all to see.

**The team with the highest dollar amount upon the end of the “race” will get a one-of-a kind prize!**

As the evening closes, the actual tablecloths will go up for live auction. Money can come from individuals or groups/businesses that combine their efforts to become the highest bidder and take home these one of a kind creations!

**Thank you!**
The Vesalius Trust once again thanks you for your willingness to participate in this auction event. We hope that your team wins, but above all we hope that you have fun and are able to help generate funds that assist the Vesalius Trust in supporting research and education in visual communications for the medical and life sciences.