



Tattersall Ascot Sales **Vendor Information**

Pre-Sale

- Health Documentation (Required)
 - You will have received notification of the required Health Documentation from the Bloodstock Department.
 - Documentation is to be uploaded to Tattersalls in advance of the sale.
 - If you have further queries on Health Documentation, please contact Liz Lane on liz.lane@tattersalls.com
- Photos and/or Videos (Recommended)
 - It is strongly recommended that horses to be offered in the Tattersalls Ascot Sale have photos and/or videos provided. A guide on how to provide these is enclosed later in this document.
- Contact Information (Recommended)
 - Vendors are advised to provide contact information for all lots to be offered in the Tattersalls Ascot Sales.
 - This is especially useful for overseas and Internet Bidders who may wish to enquire about your Lot(s).
 - This information can be set in your Tattersalls Online Account by selecting Bloodstock Sales > Catalogued Lots > Set Details.
- Additional Information (Recommended)
 - The height & weight of any Lot(s) can be added to the Tattersalls website provided they have been supplied to Tattersalls on a dated certificate provided by your veterinary surgeon.
- Website Statistics
 - This can be accessed in your Online Account by selecting BLOODSTOCK SALES > WEB STATS.
 - Here you can see the following:
 - The number of times the lot's page has been viewed on the Tattersalls Website.
 - The number of times any video has been played.
 - The number of times a photo has been viewed in full size.
 - Please note that the photo views do not include viewings on a mobile device.

Photos & Video Guidance

In advance of the upcoming Tattersalls Ascot Sale it is strongly recommended to take photos and/or videos of your lots and upload these to the Tattersalls Website for prospective purchasers to view.

It is recommended to use a professional videographer to do these for you however, you can do these yourself via most modern smartphones. Please find some useful resources below –

The following photos and/or videos are recommended

- Side on confirmation image showing all four limbs.
- Photos and/or video from the front and rear of the horse.
- Footage of the horse walking side on - left to right and right to left.
- Footage of the horse walking directly towards and away from the camera.
- Additional photos of all four limbs may also be useful for vendors of horses in training.

Video Tutorial of how to film a horse on your phone (courtesy ITM):
<https://www.youtube.com/watch?v=xC2e6LKXH4w>

Professional video providers contact details:

- **Sirecam** - Sam Sangster Mobile: +44 (0) 7810 698 778
 Email: sam@sirecam.eu
 Website: <https://sirecam.eu/>
- **DeBurgh Productions** - Laragh de Burgh Mobile: +44 (0)7528 548824
 Email: laragh@deburghproductions.com
 Website: <https://www.deburghproductions.com/>
- **Bloodstock Interactive** - Sarah Rippon Mobile: +44 (0)7812 165566
 Email: office@bloodstockinteractive.com
 Website: <https://www.bloodstockinteractive.com/>
- **Zvari** – Lara Surman Mobile: +44 (0) 7899 389625
 Email: lara@zvari.co.uk
 Website: <https://www.zvari.co.uk/>
- **Alison Murphy Photography** - Mobile: +353 (0) 85 703 0399
 Email, info@alisonmurphy.ie
 Website: <https://www.alisonmurphy.ie/>
- **Melanie Sauer Photography** - Mobile: +44 (0) 7469 935224
 Email: Melaniesauerphotography@gmail.com
 Website: <http://www.melaniesauerphotography.com/>
- **Bit-Media** - Tadgh Ryan Mobile: +353 87 286 8928
 Email: contact@bit-media.com
 Website: <https://bit-media.com/>
- **Amy Lynam Media** - Mobile: +353 86 345 7675,
 Email: amylynam@hotmail.com
 Web: <https://www.facebook.com/AmyLynamMedia/>
- **Dominic James** - Mobile: +44 (0)7973 739 960,
 Email: dj@dominic-james.com
 Website: <https://www.dominic-james.com>
- **Thoroughvision** – Dougie Gittins-Woodd Mobil: +44 (0) 7515 878221
 Email: dougie@thoroughvision.co.uk
 Website: www.thoroughvision.co.uk
- **George Ryan** – Mobile: +44 (0) 7500 838873
 Email Georgeglrvisual@gmail.com
 Website: www.glrvisual.com

Uploading to Tattersalls

Once you have the photos and videos you can upload these to us via your Tattersalls online account (<https://secure.tattersalls.com/4DCGI/MyAccount>) - If you are already registered then login and go to 'Bloodstock Sales' and then 'Catalogued Lots' where you will see details of any lots you have catalogued in the upcoming Sale.

If you have employed one of the videographers listed above they may be able to upload photos and videos directly to Tattersalls on your behalf.

If you are doing this yourself, the following videos will then provide you with the details on what you need to do to upload the photos or videos to the Tattersalls website.

From your laptop: <https://www.tattersalls.com/videos/117>

From your mobile phone: <https://www.tattersalls.com/videos/356>

Useful Contacts

Office - +44(0)1638 665931 ascot@tattersalls.com

General Enquiries & Health Documentation

- Liz Lane – liz.lane@tattersalls.com

Photos and Videos

- Shirley Anderson-Jolag – shirley.anderson-jolag@tattersalls.com