

# Exchange Online Registration Checklist:

The constraints of Online Registration required us to split the contents of two forms into three, so it is slightly different from our print & mail registration documents. Use this Checklist to keep track of which steps have been completed as you register your horse online for Exchange marketing.

- STEP ONE: Complete Campaign Registration**  
Provide information about the person paying for services (The Exchange Subscriber), and the person handling interest in this horse (Advertising Contact). Up to 5 horses using the same credit card for payment may be registered here.
  
- STEP TWO: Complete Equine Quick Stats**  
A quick survey of your horse's basic information and terms of sale.  
An Equine Quick Stats form must be completed for each horse.
  
- STEP THREE: Complete Equine Fact Sheet**  
A comprehensive questionnaire regarding your sale horse, from which we pull advertising strategy and copy. An Equine Fact Sheet must be completed for each horse.
  
- STEP FOUR: Agree to terms & conditions of Service Agreement**  
Must be completed by The Exchange Subscriber. The Exchange Subscriber is the person who is paying for Exchange services.
  
- STEP FIVE: Upload video at our Video Dropbox**  
Videos MUST be in either .MPG or .AVI format, your video software should offer some option to export to these file types. .AVI is preferred. Other formats are NOT suitable for DVD quality and will NOT be accepted. Click link on Online Registration page.
  
- STEP SIX: Email photos directly to Amber@ExchangeHJ.com**  
Please be sure to include horse's name in subject line

All forms plus the Video Dropbox can be accessed from:  
[www.ExchangeHJ.com/SellAHorse/onlineRegistration.html](http://www.ExchangeHJ.com/SellAHorse/onlineRegistration.html)

