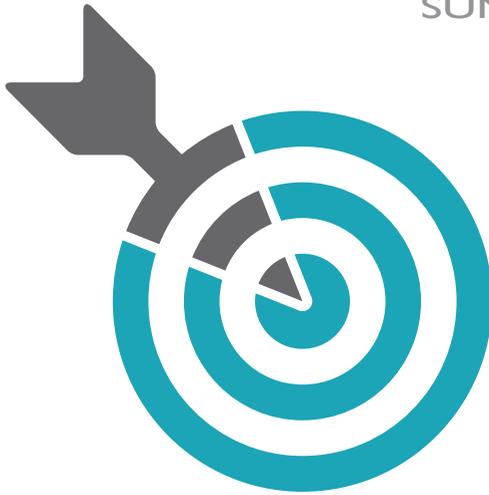


From the Editors of

**FARM
EQUIPMENT**
Successful Strategies For Dealers

ROUTE TO:

- General Manager
- Chief Financial Officer
- Chief Marketing Officer
- Chief Information Officer
- Top Marketing Integrator



INTELLIGENCE DRIVEN MARKETING

Targeting | Automation | Analytics | Content



JULY 24-25, 2018 • IOWA CITY, IOWA

Marriott Coralville Hotel & Conference Center

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Leading Dealership Marketing Minds To Gather in Iowa City July 24-25

Farm equipment dealerships must be more effective and competitive with their marketing efforts to keep pace with changing technology and growing and better competition. Today, data to drive your marketing efforts is a must. The customer experience must begin long before a customer steps foot inside your dealership. It's critical that the prospect be nurtured along through the whole buying process in order for the sales team to have a chance for the close.

And that's why last year's Dealership Minds Summit attendees overwhelmingly chose "Intelligence Driven Marketing" as the theme for the 2018 Summit. On the advice and expertise of our Dealership of the Year Alumni and Editorial Advisory Board, we've assembled a program to attract the top marketing minds in the industry, guaranteed to show you successful marketing ideas, metrics and tactics you can use right away at your dealership and to plan with your team before 2019 budgets are set.

"We're managing an entire demand funnel here, and we've got to help customers from even before they interact with us. And then

managing from the very first engagement we have with them," says Jeff Bowman, chief experience officer for Titan Machinery, who is kicking off the event.

Like all of our previous dealer summits, there won't be a wasted moment of your time in this 2-day collaborative schedule, packed with general sessions, dealer-to-dealer panels, interactive roundtable discussions, networking meals and more. You'll leave the meeting with an inventory of ideas from the best marketing minds in the business. You'll also build a network with dealers from different markets — and different brands — who are just one phone call away, compounding your knowledge network.

The most influential "Dealership Minds" in the industry — of every color, size and experience — will gather July 24-25 in Iowa City. This is no watered down "marketing conference" designed for just any industry job title. Dealership Minds "Intelligence Driven Marketing" is for ag equipment dealers only. Register now to guarantee a seat at the table!

— Kim Schmidt, Managing Editor, Farm Equipment

Tuesday, July 24

1:00-1:45 p.m. Kickoff Session:

Moving Your Marketing Department from Traditional Marketing to Intelligent Marketing

Jeff Bowman, Chief Experience Officer, Titan Machinery, Fargo, N.D. (2006 Dealership of the Year) — With 20 years of experience as a leader in driving business technology, Jeff Bowman brings inside knowledge of how Intelligence Driven Marketing can change the game for farm equipment dealerships. Bowman spent 7 years at Caterpillar as the director of Customer eBusiness and Global eBusiness Manager, focused on defining and executing the company's strategy to transform the digital customer experience. In just 3 years, he helped Cat double its digital impact to 25% of company revenues, including 5 TIMES growth in sales through online leads.

Now serving on Titan Machinery's executive team and leading the marketing efforts for its 89 stores in the U.S. and 20 stores in Europe, Bowman details how Titan Machinery's (\$1.2 billion in sales in 2017) marketing staff of 5 uses digital marketing to improve the customer experience and the sales teams ability to close the sale.

"Marketing's job internally is to make sure that the company understands the high stakes that are involved there," he says. "It's understanding who is active in the market, engaging with them

and then nurturing them all the way down through the funnel to close.

There's a lot of data and analytics about customers and customer behavior that we should be doing in order to drive the right customer to the right content at the right time."

Bowman contends that the dealership's very future is in the hands of the marketing department. "Either marketing steps up and does its job, or the dealership fails. Customers loyal to the relationship or brand may hang on longer than others, but everything the Summit is covering is essential to the future success of the dealership. And the dealers that get it and go after it will separate from the competition. Dealers who think that they can just continue to do posters, parties and traditional marketing are already falling behind. And their traditional sales model is beginning to falter."



**Jeff Bowman,
Chief Experience Officer,
Titan Machinery**

5 Dealer Takeaways from this Session

1. Ways to collect customer information to drive leads through the sales funnel.
2. Why you need to start each marketing campaign by answering, "What's the business outcome that we're trying to achieve?"
3. How to shift your marketing dialog from promotions to demand generation.
4. How technology helps you automate your lead scoring and better track customers' behavior.
5. Using analytics to help determine the best customer experience.

"It's a can't miss event for the leadership team of a dealership who wants to be around 20 years from now. Get off the fence and get here because you won't regret any of your time that you spend at the Dealership Mind Summit."

— Clint Schnoor, president, Agri-Service

1:50-2:50 p.m. Roundtable Discussions (1st Set)

Share your insights, ask questions and interact with your peers! Choose 1 of 8 concurrent roundtables for face-to-face dialog on these important subjects:

1. Selling — and Enforcing — Changes in Sales, Service & Parts for Next-Level Marketing Success
2. Dealer Sharing: Your Best Marketing Result of the Last 12 Months
3. CRMs and Automated Marketing ... What My Business System Can — and Cannot — Do?
4. Parts & Service Programs That Lure Customers of Other Colors
5. KPIs & How to Measure Marketing Staff
6. Marketing Budgets: How Much Do We Need & How to Use It?
7. Marketing & Your Org Chart — Pros/Cons of Different Structures
8. HOW-TO TUTORIAL: Attention-Getting Infographics

**Topics
Selected
Via Dealer
Poll!**

3:20-4:20 p.m. Dealer-to-Dealer Panel: Using Content Marketing to Target Customer Interactions

Creating good, meaningful content that get customers coming back to your dealership is something your own staff can do — and you don't have to spend a dime. By working with sales, parts and service departments to originate content, your marketers can identify the information voids and create the magnets to bring customers in. During this authoritative dealer-to-dealer panel, 3 experienced dealership marketing managers share their best practices on how to use customer data to create content that drives customers to your dealership.

Hannah Ross, Marketing Manager, 4Rivers Equipment, Greeley, Colo. — Back by popular demand of dealers is Ross who spoke on branding and the integration of precision and aftermarket programs with marketing at a Dealer Summit 18 months ago. With a unique blend of experience starting in market research where she built an app platform around the John Deere FarmSight Solutions strategy and then to the agency world in Iowa, where she built her marketing skills at Mudd Advertising in Cedar Falls, Iowa.



Hannah Ross, Marketing Manager, 4Rivers Equipment

They collaborated, built and managed marketing strategies for equipment dealerships. Today, Ross is with 4Rivers Equipment, a 15-store John Deere dealership based in Colorado. She focuses on marketing for the Ag and Construction and Forestry divisions for the dealership.

Lisa Steffens, Digital Marketing Manager, RDO Equipment, Fargo, N.D. (2010 Dealership of the Year) — In her role as digital marketing manager, Steffens is responsible for managing the company's digital strategy to bring greater brand awareness, increase lead generation and increase customer engagement. Prior to joining RDO Equipment Co. (\$750 million in ag division revenues in 2017), an 82-store John Deere dealer, in July 2017, she



Lisa Steffens, Digital Marketing Manager, RDO Equipment

3 Things You Will Learn from this Session

1. How to produce content that will educate customers — and potential customers — toward a smart purchasing decision.
2. How to use customer data and analytics to direct your content marketing strategy and target customers with the information they're seeking.
3. Ways to distribute content so your target audience sees it — and responds to it.

AT-A-GLANCE SCHEDULE:

Tuesday, July 24, 2018

12:00-1:00 p.m. Registration

1:00-1:45 p.m. Kickoff Session

Moving Your Marketing Department from Traditional Marketing to Intelligent Marketing

- Jeff Bowman, Chief Experience Officer, Titan Machinery, Fargo, N.D. (2006 Dealership of the Year)

1:50-2:50 p.m. Roundtable Discussions

1. Selling — and Enforcing — Changes in Sales, Service & Parts for Next-Level Marketing Success
2. Dealer Sharing: Your Best Marketing Result of the Last 12 Months
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4. Parts & Service Programs That Lure Customers of Other Colors
5. KPIs & How to Measure Marketing Staff
6. Marketing Budgets: How Much Do We Need & How to Use It?
7. Marketing & Your Org Chart — Pros/Cons of Different Structures
8. HOW-TO TUTORIAL: Attention-Getting Infographics

3:00-3:20 p.m. Roundtable 2-Minute Recap

3:20-4:20 p.m. Dealer-to-Dealer Panel

Using Content Marketing to Target Customer Interactions

- Hannah Ross, Marketing Manager, 4Rivers Equipment, Greeley, Colo.
- Lisa Steffens, Digital Marketing Manager, RDO Equipment, Fargo, N.D.
- Heather Hetterick, Director of Marketing, Redline Equipment, Archbold, Ohio

4:30-5:30 p.m. General Session Proving Your Marketing ROI

- Tyler Musson, Director of Marketing, Washington Tractor,

6:30-7:00 p.m. Networking Reception (Included)

7:00 p.m. Dinner & SPECIAL PRESENTATION (Included)

8:30-9:30 p.m. Dessert & Networking Reception (Included)

Wednesday, July 25, 2018

7:30-8:30 a.m. Networking Breakfast (Included)

8:30-9:30 a.m. Digital Marketing — Strategically Influencing Your Customers and Prospects

- Tim Whitley

9:45-10:45 a.m. Roundtable Discussions

1. Marketing, Check ... How to Get Salespeople Back Selling Again?
2. Staffing for Marketing & The ROI Analysis
3. Lead Generation vs. Lead Management
4. Farmer-Generated Content Marketing & How to Leverage It
5. Keeping Marketing Inhouse vs. Outsourcing ... Advantages & What Makes Sense
6. Marketing Funnels Primer For the Dealer Exec
7. Name 'Em ... Trusted Tools & Sources
8. HOW-TO TUTORIAL: Facebook Ads Campaigns

11:00-11:15 a.m. Roundtable 2-Minute Recap

11:15 a.m.-12:15 p.m. Technology Panel

Technology Tools that Simplify Marketing Automation

- Nadine Swee, Marketing Automation Specialist, Titan Machinery
- Scott McCrea, President, ETech Innovation Group

12:15-1:00 p.m. Networking Lunch (included)

1:15-2:15 p.m. Dealer-to-Dealer Panel

Taking Your Marketing into Your Own Hands

- Doug Vahrenberg, Owner, Vahrenberg Implement, Higginsville, Mo
- Ben Garton, Chief Marketing Officer, Garton Tractor, Modesto, Calif
- Lee Parish, Owner, Parish Tractor, Polarville, Miss.

2:15-3:15 p.m. General Session

Video Marketing — What Works & What Doesn't

- Mike Wiles, Consultant, Ask Tractor Mike

3:15 Summary & Next Steps for Your Dealership

3:30 p.m. Adjourn

spent 10 years in marketing roles in various industries.

Heather Hetterick, Director of Marketing, Redline Equipment, Archbold, Ohio — With 15 years experience in ag marketing, Hetterick has held a number of different marketing roles. Prior to Redline Equipment she worked as the Communications Manager for the Assn. of Equipment Manufacturers and as a farm broadcaster and marketing account manager in the radio and cable TV businesses. She has also served as Director of Marketing for the Ohio Pork Producers Council.

Today, Hetterick is the Director of Marketing at Redline

Equipment, a Case IH dealer with 11 locations in Ohio, Michigan and Indiana with annual revenues topping \$160 million. She sits on the group's leadership team and creates the marketing vision, strategy and budget along with defining marketing campaigns and tactics.

Heather Hetterick, Director of Marketing, Redline Equipment



4:30-5:30 p.m. General Session: Proving Your Marketing ROI



**Tyler Musson,
Director of Marketing,
Washington Tractor**

Can you prove that your marketing efforts are making a difference?

A targeted approach to reach out to your customers with the information they need allows you to track their behaviors and use the data to funnel them through to the sales team. When you can track your customers' interaction with your dealership, you can prove the Return on Investment (ROI) of your marketing strategy, maintains Tyler Musson, Director of Marketing, Washington Tractor. For the last 10 years, Musson has focused on digital marketing, including video production, video marketing, search engine optimization, mobile web design and marketing, social media marketing, lead capture and delivery. "Transformational growth is realized when opportunity meets potential and is fearlessly pursued with purpose," he says. "Building innovative, relevant and accountable marketing strategies with measurable ROI is my passion."

As the director of marketing for Washington Tractor, a 12-store John Deere dealership in Washington, Musson has helped increase the group's consumer products business by 300% via data and target marketing. Washington Tractor has overhauled its marketing strategy to be data driven, automated and programmatic, which has enabled the dealership to achieve \$165 million in revenue in 2017.

In this session, Musson openly discusses the role data and analytics have in the creation of Washington Tractor's marketing strategy, including the formulas he created to prove marketing's ROI. "Lots of people have big ideas. Execution is what matters. I choose execution over ideas," he says.

3 Things You Will Learn from this Session

1. How to create the formula to prove your marketing ROI.
2. How to use data to determine the best customer experience.
3. Targeting your message to the right customers for the best return.

"The connections and camaraderie developed here has been a career changing factor. A great bunch of dealers."

— John Hoffmann, Atlantic & Southern

6:30 p.m. Networking Reception and Dinner SPECIAL PRESENTATION ...

After networking over cocktails and during the sit-down dinner, we've got something special in store for you that will feature cloud-pushing ideas on how much more is really possible when you can move your marketing to the next level.

**Plus...
Dessert &
Another
Networking
Hour**



Networking Breakfast 7:30-8:30 a.m.

8:30-9:30 a.m. General Session: Digital Marketing – Strategically Influencing Your Customers and Prospects

Described as “a digital innovator and opportunist,” Tim Whitley has been passionate about innovating the world of technology since his childhood years growing up on a farm in Rule, Texas. For the past decade, Whitley has presented on digital marketing throughout North America. Highly respected in the broadcasting, automotive and agriculture/equipment sectors, he is known to inspire dealers to want to help invent the future of technology and how to look at every challenge as an opportunity or turn a “no” into a “what if.” Whitley helped introduce Greenway Equipment to the digital world in 2010 by evolving their website into a sign-in portal and mobile application and creating a digital marketing campaign which helped to modernize the brand. In just 2 years, the Team SI Equipment Division has built a client roster of over 400 dealership locations across the U.S. and Canada.



Tim Whitley

9:45-10:45 a.m. Roundtable Discussions (2nd Set)

Share your insights, ask questions and interact with your peers! Choose 1 of 8 concurrent roundtables for face-to-face dialog on these important subjects:

1. Marketing, Check ... How to Get Salespeople Back Selling Again?
2. Staffing for Marketing & The ROI Analysis
3. Lead Generation vs. Lead Management
4. Farmer-Generated Content Marketing & How to Leverage It
5. Keeping Marketing Inhouse vs. Outsourcing ... Advantages & What Makes Sense
6. Marketing Funnels Primer For the Dealer Exec
7. Name 'Em ... Trusted Tools & Sources
8. HOW-TO TUTORIAL: Facebook Ads Campaigns

11:15 a.m.-12:15 p.m. Technology Panel: Technology Tools that Simplify Marketing Automation

Theories and concepts are of little good without knowing the tools to deploy and put them into action. In this discussion, you'll learn of new marketing tools every smart-marketing dealership needs know. Truly automating your marketing is near impossible without smart marketing tools, yet the tools alone can only take you so far. Every online lead should be treated with the same priority you would give a customer who walks in the front door of the dealership. This presentation shares first hand examples of how dealers are responding to their online leads — the good, the bad and the ugly.

Nadine Swee, Marketing Automation Specialist, Titan Machinery — After starting her career as a graphic designer for 15 years, Swee has spent the last 7 years with Titan Machinery in the digital marketing realm. She focuses on SEO/SEM, Facebook advertising, website development and marketing automation. Swee has been working with Oracle Eloqua marketing automation platform for over a year and



Nadine Swee,
Marketing Automation
Specialist, Titan
Machinery

has made great improvements to Titan's marketing by using data and analytics to make smarter decisions with the organization's marketing budget.

Scott McCrea, President, ETech Innovation Group — The president of ETech Innovation Group, a company focused on internet lead management, McCrea got started in the ag industry through his father's shortline ag equipment manufacturing business. With one foot in the ag industry, he continues to pioneer new software systems. He also spent 10 years working with the automotive industry to improve dealers' lead responses. Over the last several years, McCrea has presented and trained dealers on various aspects of internet lead management, web and digital marketing. He regularly speaks with farm equipment dealers on many emerging technologies and what matters to them. ETech's tools have been integrated by several tractor manufacturers to assist dealers in handling leads. McCrea shares results of real-life responses to inquires that have come in to your dealership and how poor response is handing prospects to your competitors.



Scott McCrea,
President, ETech
Innovation Group

New For 2018!

An overwhelming percentage of dealers asked for “hands-on” help ... and we listened. Bring your smart phone, tablet or laptop – and your ideas – and these how-to tutorials will have you up and running BEFORE you leave Iowa City!

HOW-TO TUTORIAL:
Facebook Ads Campaigns

HOW-TO TUTORIAL:
Attention-Getting Infographics

3 Things You Will Learn from this Session

1. The top 4 digital tools every dealership needs in its marketing arsenal.
2. The most common pitfalls costing you business through apathetic response to inquires from buyers.
3. The lead-management methods and benchmarks from the best-of-the-best farm equipment dealers – and how every second counts.

“Great people, great ideas. Best color blind event in the industry.”

– Heather Hardy, H&R Agri Power, Hopkinsville, Ky.



Networking Lunch 12:15-1:00 p.m.

1:15-2:15 p.m. Dealer-to-Dealer Panel: Taking Your Marketing into Your Own Hands

A hefty budget is not compulsory to good marketing. In this expert panel, dealers share how they've improved their results for a fraction of the price of their manufacturer-required marketing programs cost. From managing their Google Adwords to using Facebook ads, they show how to target the right audience for their business, while eliminating dead-end leads.

Doug Vahrenberg, Owner, Vahrenberg Implement, Higginsville, Mo. —

Vahrenberg is a third generation single-store dealer-principal who had to buy in with a creative approach to marketing. “You’ve got to work outside the box and be efficient just like the customers you are selling too,” he says. Starting in the Parts Department, he transitioned into Sales and today he manages the day-to-day operations, sales and marketing for the dealership.

Spending as little as \$50 a month, Vahrenberg has been able to land jaw-dropping results and is reaching new customers via social media that would not otherwise know of the AGCO dealership. Located 50 miles from the center of Kansas City, Mo., the store found \$ 3 million of new growth in the compact/utility business, but still remain dedicated to the livestock and row-crop farmers base.

Ben Garton, Chief Marketing Officer, Garton Tractor, Modesto, Calif. —

Heading up the marketing efforts for a 9-store Kubota and New Holland dealership, Garton puts a high priority on Google Adwords, particularly on



**Doug Vahrenberg,
Owner, Vahrenberg
Implement**



**Ben Garton, Chief
Marketing Officer,
Garton Tractor,
Modesto, Calif.**

managing the negative words (the unrelated Google searches that can lead people to your site). This tactic has helped Garton Tractor ensure that its web visitors are strong leads of ready-to-purchase customers and thus can't be easily shrugged off by salesmen. Spending as little as \$150 a month on simple tools like Google Adwords and Facebook ads, he has helped Garton Tractors top over \$100 million revenues per year.

He's currently doing a side-by-side comparison of the New Holland and Kubota marketing programs to his own program to determine which has had a better ROI for the dealership.

Lee Parish, Owner, Parish Tractor, Polarville, Miss. —

Parish started his career with Kubota Tractor Corp. in Georgia as a regional dealer representative. When he heard one of the dealerships was selling its business, he purchased the business in 2012 and renaming it Parish Tractor. The business quickly grew and became recognized by Kubota as an elite dealership performing in the top 5% of Kubota dealerships in North America. At the end of 2017, Parish added an additional store location in Hattiesburg, Miss. The two stores had combined revenues of \$40 million last year. The dealership has a goal of hitting 10,000 Facebook followers this year. “Some dealerships set up a Facebook page and then just hope people find them,” he says. “But, it’s a two-step process. After they like your post, you need to get them to like your page.” Once a prospect has liked your page, Parish says you can then start actively targeting them.



**Lee Parish, Owner,
Parish Tractor**

3 Things You Will Learn from this Session

1. How to extend your marketing dollars to make an impact on the market.
2. Best practices for managing your Google Adwords to attract the right web traffic.
3. Using your social channels to build digital support using your own content.

“I’ve never met anybody that’s been to one of your Dealer Summits that hasn’t gone home with some value.”

– Leo Johnson, Partner, Johnson Tractor

2:15-3:15 p.m. General Session: Video Marketing – What Works & What Doesn't

Mike Wiles, Consultant, Ask Tractor Mike — The YouTube platform is growing rapidly, and for many of your customers it's now their first stop for information. "We're also shopping after hours, and video gives us a way to look at equipment almost as if we were on the lot," says Mike Wiles. "The dealer of tomorrow will utilize video as a large part of their marketing effort. But, most have a long way to go."

But, video also requires strategy to drive a new crop of customers to your dealership. Wiles details how a dealership can start using videos and YouTube in their marketing strategy, highlighting what works and doesn't work with customers.

"Think about this, Google decides where your website ranks when people are searching. Google also owns YouTube. Do you think there's a possibility that a business regularly contributing to the YouTube platform might be considered for higher ranking than someone who is ignoring this gigantic opportunity?" Wiles explains.

The Tractor Mike YouTube channel was created in 2012 when Wiles, who was managing a farm equipment dealership at the time, recognized a lack of unbiased tractor training available to consumers. "There were lots of tractor videos trying to sell product, but almost none offering basic training. I posted a video of how to hook

up a 3-point implement and was shocked by the number of views it received. He learned how he and other dealers could capture customers early in the buying cycle through videos that are of great value for marketing, communication and research."

In addition to 25 years of experience in the farm equipment business — as a major line territory manager and in dealership management — Wiles teaches agricultural sales at Missouri State University and is co-owner of EDM, a firm that develops websites and offers YouTube consulting. The Ask Tractor Mike YouTube channel recently hit 5 million views with 20,000 subscribers.

He's also a regular contributor to *Farm Equipment* and *Rural Lifestyle Dealer* magazines.



Mike Wiles

3 Things You Will Learn from this Session

1. Creating a strategy for your video marketing that will drive the most traffic to your dealership.
2. The types of videos that are most likely to get people's attention — it's not what you might think.
3. Best practices for effectively using YouTube to market your dealership's products and services.

3:15 p.m. Summary & Next Steps

3:30 p.m. Adjourn



"I've got some exciting ideas that we're going to do about marketing from the roundtable sessions and speakers."

— Mark Kreps, Vice President of Sales Ag Division, RDO Equipment Company

Reserve Your Hotel Room Today at the Dealership Minds Summit Discounted Rates

The 2018 Dealership Minds Summit will be held at the Coralville Marriott Hotel & Conference Center.

See back page for additional details.



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Lessiter Media has hosted more than 50 national ag industry events, including the first Dealer Summit in 2013. We've refined a unique content-driven formula that delivers knowledge you and your team can act on immediately. That's why if this intensive, innovative and information-filled event isn't everything we promise, write us and we'll send you a full 100% refund of your conference registration. And you can take up to 6 months to decide so you can personally measure the return on your experience.

Since 1970, farm equipment dealers have trusted *Farm Equipment* to deliver independent and unbiased strategies for success as a dealer. This event — through the general sessions, roundtables, meals, dealer-to-dealer panels and peer-to-peer networking — is another way to expand your overall learning opportunity. We hope you find the program we've assembled and the 100% guarantee worthy of your trust and attendance at the 2018 Dealership Minds Summit in Iowa City!



Founder Frank Lessiter (I) and Mike Lessiter, President

Frank Lessiter Mike Lessiter

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- 12 Issues of Ag Equipment Intelligence
- 12 Issues of Ag Equipment Intelligence's Dealer Sentiments & Business Conditions Update
- Annual Dealer Business Outlook & Trends Farm Equipment Forecast
- Annual Big Dealer Report
- NEW!** First-Ever Marketing Expenditures Survey Results: Farm Equipment Dealerships

This all-new report, featuring primary research of North American farm equipment dealerships, provides an in-depth data analysis of how and where equipment dealers are allocating their limited marketing dollars — for greatest results.

For Summit Attendees!



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Eligible Attendees: All managers of RETAIL FARM EQUIPMENT DEALERSHIPS.

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Call 262-432-0388 or fax to 262-786-5564 or mail the completed form to PO Box 624, Brookfield, WI, 53008-0624. Or register online at DealershipMindsSummit.com

The individual registration rate is \$439. After 4/30/18 the rate increases to \$499 (\$459 for each add'l. attendee). After 6/18/18 the individual registration rate is \$539 (\$499 for each add'l. attendee).

1 Conference Registration = \$ _____
Or _____ x Conference Registrations = \$ _____

Registrant Information:

Please provide your top Roundtable choices (see pg. 3):

Tuesday Roundtable # _____ Wednesday Roundtable # _____

Primary Registrant: _____

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____

Zip/Postal Code: _____ Country: _____

Phone: _____

Email (required for confirmation): _____

Your seminar fee includes a free subscription to *Farm Equipment* magazine, mailed 8X per year to qualified equipment dealer personnel in the U.S. and Canada, providing successful strategies for farm equipment dealers. Please sign and complete questions 1-5 to begin your free subscription.

Signature _____ Date _____

1. Would you like to receive *Farm Equipment*? [] YES [] NO

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- A. Corporate Management (President, CEO, Owner, Partner)
 B. Marketing/Sales Manager
 C. Parts/Service Manager
 D. GPS/Precision Farming Sales/Support

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3. Please indicate the major equipment lines that your dealer servicing operation represents (all that apply):

- A. AGCO B. Case IH C. John Deere D. New Holland F. Kubota G. Shortlines Only
 H. Used Equipment Only E. Other _____

4. Number of shortline brands are carried at your location? _____

5. Number of farm equipment stores are in your total organization? _____

Additional Registrant*

Please provide your top Roundtable choices (see pg. 3):

Tuesday Roundtable # _____ Wednesday Roundtable # _____

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____

Zip/Postal Code: _____ Country: _____

Phone: _____

Email (required for confirmation): _____

For hotel reservations contact:

Coralville Marriott Hotel & Conference Center
 300 East 9th Street, Coralville, IA 52241 **Phone:** 319-688-4000
Room Rate: \$119 Mention the "Dealership Minds Summit"

Room rates increase if more than 2 individuals share the same room.
 Hotel room cut-off is July 3, 2018 or until allocated rooms are sold out.

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