



**Reserve Your Seats for This Limited Seating DEALER-ONLY Event**

**SAVE \$100**  
 Register Now for Only \$439!



**July 24-25, 2018 • Iowa City, IA**  
**Marriott Coralville Hotel & Conference Center**

**Eligible Attendees:** Eligible attendees include director-level farm equipment dealership leaders — in marketing, operations and IT, finance and top marketing integrators. Attendance is limited to dealership employees.

**Registrant #1:**

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_  
 Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email (required for confirmation): \_\_\_\_\_

**2. What is your title:**

- A. Corporate Operating Management (includes President, CEO, Owner, GM, VP, CFO, COO and other management personnel)
- B. Sales & Marketing (includes Sales and/or Marketing Director, Manager and other related personnel)
- C. Parts & Service (includes Parts Manager, Service Manager and other management personnel)
- D. Precision Farming Specialist (includes responsibilities focused on GPS & Precision Farming sales, support, support & services or other related personnel)
- 98. Other (please specify) \_\_\_\_\_

**3. Please indicate the primary equipment lines that your dealer servicing operation represents:**

- A. AGCO  C. John Deere  F. Kubota
- B. Case IH  D. New Holland
- 98. Other (please specify) \_\_\_\_\_

**4. Number of shortline brands are carried at your location? \_\_\_\_\_**

**5. Number of farm equipment stores are in your total organization? \_\_\_\_\_**

**Registrant #2:**

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_  
 Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email (required for confirmation): \_\_\_\_\_

\*Please attach additional forms for any additional attendees

**Registration Options:**

Reserve your seat today for only \$439 (\$100 off the Full Rate of \$539). This special Pre-program rate ends 4/30/18.

Call 866-839-8455 or 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.

**#1 Summit Registration: \$439**

(rate increases to \$499 after 4/30/18 and \$539 after 6/18/18)

\_\_\_\_\_ Attendees x \$439 = \$\_\_\_\_\_

**Payment Information:**

Payment Type:  Visa  MC  AmEx  Discover  Check  
 (please make checks payable to Farm Equipment, in U.S. funds only)

Card #: \_\_\_\_\_

Exp date: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

**For hotel reservations contact:**

Marriott Coralville Hotel & Conference Center  
 300 East 9th Street, Coralville, IA 52241  
 Phone: (319) 688-4000 or (800) 229-9290

When making reservations, mention the "Dealership Minds Summit" to receive the special conference rate. 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.

**"I'll Fully Guarantee Your Satisfaction!"**

Lessiter Media has hosted national ag industry conferences for the last 34 years. We've refined a winning content-driven formula that delivers information 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 me and I'll send you a complete 100% refund. And you can take up to 6 months to decide so you can personally measure the return on your learning 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 roundtables, general sessions, dealer-to-dealer panels and peer-to-peer networking — is another way to expand your overall learning opportunity. This unsurpassed guarantee ought to convince you that we're worthy of your trust and attendance at the 2018 Dealership Minds Summit in Iowa City!

*Mike Lessiter*

Mike Lessiter, Editor/Publisher — Farm Equipment  
 President — Lessiter Media

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