

# Case IH dealers:



## **SCHEDULE YOUR CLINIC NOW!**

Hay preservative and bale identification clinics are an effective way for dealers to build their business base for Case IH® Thirty Plus™ and ProID™ products. Here is a program offering full support to dealers who conduct a clinic and to support the current "Big Square Deal" program with Case IH.

**The "Free Drum" program** As in years past, customers who order an automatic hay preservative application system at a Case IH dealer clinic from October 17, 2011 to May 15, 2012, will receive a FREE 50-gallon drum of hay preservative with their order.

**The Case IH ProID bale identification system** allows your customers to manage their crop like never before! To help customers get started, all orders for ProID systems taken at dealer clinics will also qualify for a FREE roll of tags.

**A ThirtyPlus/ProID clinic is a great way to establish or increase sales** on hay preservative and application systems with your hay-producing customers. And, conducting a customer clinic in conjunction with the free drum promotion provides you a valuable tool to close the sale on an automatic hay preservative application system!



Harvest Tec, the manufacturer of Case IH ThirtyPlus hay preservative, ProID bale identification system, and preservative application systems, would like to help you arrange your customer clinic. If you are interested, fill out the following form and fax or mail back to Harvest Tec.

## What Harvest Tec will provide to help promote your clinic:

**1. Dealer pre-clinic package.** About a month before the scheduled clinic, Harvest Tec will send a promotional package for use at the dealership. The package will include a choice of a 3' x 6' ThirtyPlus banner or an inflatable 14" x 18" x 36" hay bale featuring the ThirtyPlus logo. Also included will be invitations/promotion cards to send to your customers inviting them to the clinic. Be sure to display either the banner or the hay bale and send out invitations to promote your clinic!



*Sample of ThirtyPlus banner and  
ThirtyPlus bale*



**2. Harvest Tec Product Specialist.** A Harvest Tec specialist will attend your clinic and provide a 1-2 hour information session on the use of ThirtyPlus hay preservative, the automatic application system, and/or the ProID bale identification system. They will provide an informative hands-on display of the system as well as answer any questions that your customers may have during the clinic. If Harvest Tec is unable to attend due to prior booking, your PSSM will need to be available for the clinic.

**3. Free drums and/or free rolls of tags.** Use the free drum and/or free tag offers to get your best customers to attend the clinic. This promotional value will help your dealership generate sales during the clinic, and will help you gain future and reoccurring sales.

**4. Free Web Advertising.** Your clinic date and location will be listed on the Harvest Tec website.

**5. Promotion of the Case IH “Big Square Deal” promotion.** Harvest Tec will assist promoting the current “Big Square Deal” promotion with advertisements in hay and forage publications.

**Fill out the following  
form to schedule  
your clinic today!**

## Sign-up and instruction sheet for Hay Preservative and Bale Identification systems clinic for Case IH dealers:

Interested dealers must be able to meet the criteria below to schedule and receive a clinic kit:

- 1. Dealer must have a large square, small square, or round baler with an automatic application system installed on it for display purposes.
- 2. Dealer must purchase correct application or bale identification system and install on above baler. This applicator will be eligible for the free drum offer.
- 3. Dealer is responsible for inviting a minimum interested client list of 50 people.
- 4. Fill out this checklist and sign-up form below and fax back to Harvest Tec at 715-386-9509.

- Yes, we are interested in hosting a customer clinic, please see our information below.
- We may be interested in hosting a customer clinic. Please contact us so we can discuss further. (Fill out lines 1-2 only)

What type of clinic are you interested in?

- Hay Preservative       Bale Identification       Both

1. Dealership name \_\_\_\_\_
2. Contact name and phone number \_\_\_\_\_
3. Who is your CNH Parts Sales/Service Manager (PSSM)? \_\_\_\_\_
4. Dealership address or address where clinic will take place:  
\_\_\_\_\_
5. City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_
6. How many guests do you anticipate attending? \_\_\_\_\_
7. How many invitation cards would you like? \_\_\_\_\_
8. What date do you plan on holding your clinic? \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_
9. Would you prefer the banner or bale for your clinic?

- 3' x 6' vinyl banner       Inflatable small square bale

Terms of clinic program:

1. Clinic scheduling is limited and will be on a first-come, first-served basis
2. Harvest Tec representatives may be able to assist on certain dates, but can not be guaranteed.
3. Dealer must be able to fulfill items 1-4 on dealer checklist
4. Automatic Applicator or Bale Identification system can not be returned after the clinic
5. Upon completion and receipt of this form, a Harvest Tec representative will contact you by phone to confirm your date and assist you with your show set-up, and help correct applicator for show purposes.