



Reserve Your Seats for This Limited Seating DEALER-ONLY Event

SAVE \$40

Register Now for Only \$499!



INTELLIGENCE DRIVEN MARKETING

Targeting | Automation | Analytics | Content

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): _____

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

2. Job Function at Your Dealership:

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

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? _____

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 \$499 (\$40 off the Full Rate of \$539). This special Pre-program rate ends 6/18/18.

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: \$499

(rate increases to \$539 after 6/18/18 and will remain at \$539 through 7/25/18)

_____ Attendee x \$499 = \$ _____
 _____ Additional Attendees x \$459 = \$ _____

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:

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

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

PO Box 624
 Brookfield, WI 53008-0624
 Phone: 866-839-8455 • Fax: 262-786-5564

