

PROVING GROUNDS 2018

EXCLUSIVE EVENT FOR YOU AND YOUR CUSTOMERS

Opening Session with Gregg Sauder, Beta Products Update and Live Q&A with Gregg.

AUGUST 21, 2018 • 360provinggrounds.com

We are developing a great new library of Proving Grounds videos. And we want you and your customers to join Gregg Sauder and the 360 team on August 21 via a live broadcast where Gregg will share his insights into corn production and provide updates on the company's inventions and innovations. After Gregg's presentations, we will do a live Q&A where you and your customers will have the opportunity to text in questions.

This year, we are expanding the opportunities for you to host customers. We will have both morning and evening live broadcasts for you to choose from:

CENTRAL TIME ZONE

MORNING SESSION	
10:00am – 11:15am	Opening Session with Gregg
11:15am – 11:45am	Lunch Break
11:45am – 12:30pm	Beta Products Update
12:30pm – 1:00pm	Live Q&A with Gregg

EVENING SESSION	
5:00pm – 6:15pm	Opening Session with Gregg
6:15pm – 6:45pm	Dinner Break
6:45pm – 7:30pm	Beta Products Update
7:30pm – 8:00pm	Live Q&A with Gregg

EASTERN TIME ZONE

MORNING SESSION	
11:00am – 12:15pm	Opening Session with Gregg
12:15pm – 12:45pm	Lunch Break
12:45pm – 1:30pm	Beta Products Update
1:30pm – 2:00pm	Live Q&A with Gregg

EVENING SESSION	
6:00pm – 7:15pm	Opening Session with Gregg
7:15pm – 7:45pm	Dinner Break
7:45pm – 8:30pm	Beta Products Update
8:30pm – 9:00pm	Live Q&A with Gregg

EVENT DETAILS

Broadcast from 360 Yield Center to your meeting room.

Connect with any broadband connection to a password protected broadcast system. Project the session to your group. Use this broadcast as the centerpiece of a customer event for your best 360 prospects. Start thinking how you can use Proving Grounds to promote fall sales.

BONUS DEAL FOR DEALERS HOSTING AN EVENT

PROVING GROUND ONLINE SPECIAL

Host a Proving Grounds Online local event for customers and get free shipping on all products ordered during the Proving Grounds Online Event. To receive the free shipping, you must register your event on the 360provinggrounds.com website (instructions are below). You'll receive a Free Shipping option that will be valid Tuesday, August 21 through Thursday, August 23. You'll get free shipping for any order placed online on the 360 Yield Center dealer store during that period.

DOUBLE BONUS

We will cover 100% of your promotional costs for your event. Postcard invitation, radio spots, newspaper ads . . . we've got you covered. This is over and above your co-op allowance. This bonus reimbursement applies to the same items covered by our co-op program which doesn't include food or facilities rental. Simply indicate the expense as being part of your Proving Grounds event to qualify.

HOW TO PARTICIPATE

- A** Register your event at 360provinggrounds.com. Click on the blue "DEALERS" button located at the top right of the home page.
- B** Promote your event with printed invitations and through social media.

Customizable invitations are available for download and can be found in two places:

Dealer Portal

<https://www.360dealerportal.com/pgo-event-materials>

Last Tab "PGO" > Event Materials

360 Box Account

PG18 Proving Grounds Online Dealer Event [Folder](#)

You have two options for printing. You can download the general customizable invitation and edit yourself. Or you can send your event details to Kelsey Seggerman and 360 will edit your invitations and have them printed and mailed for you (this is recommended).

If you are printing:

- Figure out which version you need (central or eastern time, morning or evening session)
- Download, open in Adobe Reader or Adobe Acrobat and fill out.
- Send/take the PDF to your local printer and have them printed.
- Address them and mail them.

If you want 360 to handle the printing and mailing:

Send the following information to Kelsey Seggerman at kseggerman@360yieldcenter.com by July 3:

- Morning or evening event.
- Time zone.
- JPG of your dealership logo.
- Dealership name and return address.
- Excel file of your mailing list.
- RSVP information (date RSVP is due, who to RSVP to, email address and / or phone number).
- Other event details. Consider having appetizers during a networking hour before the event kicks off. Or have a 360 product walk around during one of the breaks.
- A digital proof will be emailed to you for approval before printing.
- Unless special requests are made, all invitations will arrive to your customers by the first full week of August.

Don't forget, if you handle the printing and mailing – fill out and send in the Co-Promotion Reimbursement Form (make sure you note that the invites are for your Proving Grounds Customer Event). If we handle the printing and mailing, the invoice will be sent directly to us.

- C** Secure your event space or clean up your shop.
- D** Secure equipment needed for your location. Nothing unique, but most important will be a good internet connection with at least 5Mbs. Other items include: computer or laptop with camera projector, screen, TV, speaker system – all determined by size of crowd.
- E** Log on to the password protected web access site and participate in the system check during the morning of August 21. Password and details for the day of will be sent out closer to 8/21 to registered dealers.



CONTACT US

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