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# PRECISION FARMING DEALER SUMMIT®

**January 11-12, 2021 • Indianapolis, IN**

***PrecisionSummit.com***



**Co-Sponsored by Precision Farming Dealer and:**

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ELECTRONICS



# LEARN. GROW. INNOVATE.

The exclusive dealer-only conference focused 100% on equipping your company to run a more profitable precision farming business.

Two days of learning & networking with the best minds in precision farming.

## *Innovative Precision Minds to Meet January 11-12, 2021*

How prepared is your precision farming business for disruption? It came at dealerships in multiple forms during the last year, but it's a question Chad Colby asked attendees at the **SOLD OUT** 2020 Precision Farming Dealer Summit in St. Louis. The ag tech consultant challenged the crowd to think creatively about how to anticipate and adapt to innovation that will reshape their business.

As autonomy, machine learning and electrification of farm equipment gain momentum, dealers can maneuver their business plans to ensure the next disruptive technologies don't disrupt their precision progress.

"When we talk about disruptive technology and new technology, there's nobody who's going to argue that this stuff is available and it works," Colby says. "The expectations of your customers are higher than ever. The dealerships that embrace that are the ones that are going to win in the future. It's not going to be an easy fight."

Building on the success of the first 5 precision-specific dealer

events, and responding to dealers' call for a continuing learning-intensive experience, the 2021 event is built around the theme of "Learn. Grow. Innovate."

Embracing the same collaborative, dealer-to-dealer learning formula from our previous dealer-only summits — 96.4% of past attendees rated the Summit 3 or 4 stars for networking and knowledge sharing — this 2-day, knowledge-packed agenda at the Indianapolis Downtown Marriott Hotel this January is guaranteed (see p. 38) to give you actionable, authoritative strategies from the most progressive minds in the precision farming business.

Put yourself face-to-face with your peers — of all colors, sizes and experiences — to exchange successes, dissect challenges and vet ideas to bring home and implement. Join the ag industry's most innovative precision influencers on January 11-12, 2021 in Indianapolis for this exclusive dealer event.

— Jack Zemlicka, Managing Editor, Precision Farming Dealer

## *Monday, January 11, 1:00 p.m. - Official Summit Start*

### *General Session: The Challenge of Change: Turning Precision Adversity Into Profitable Opportunity*

**Arlin Sorensen, Founder, HTS Ag, Harlan, Iowa** — Change is going to be survival, says Sorensen, founder of HTS Ag, an independent precision farming dealership in Harlan, Iowa. But with every challenge comes opportunity. Dealers must focus on how to take advantage of where they are and chart the plan to get to where they want to be.

Defining your strategy and innovating to achieve it will be essential and your plans must be aligned with the legacy you are trying to create through your organizations and lives.

#### **7 Key Areas of Business Development**

1. The challenge of change and planning for success
2. Innovation and moving beyond the 'status quo' to disrupt the market
3. Overcoming the words, 'we never did it that way before'
4. Leading strong through uncertainty and crisis
5. Leveraging teams to accomplish more
6. Maintaining culture under difficult circumstances
7. Understanding the evolution of ag and what it means

So what kind of business climate can you expect in the next 6, 12 or even 18 months? Chances are, it will be more similar to what you are experiencing today than what you did a year ago. There are plenty of things a leader must do in time of crisis and Sorensen has helped businesses — in ag, the IT industry and others — **navigate the chaos to find the opportunity.**

There will be challenging days ahead, but success will come to those who are prepared and have a plan. Don't waste the opportunity in a world of turmoil. There is gold in that chaos.

During the opening general session, Sorensen discusses 7 key areas of business development to help you plan and adapt to an ever-changing economic and social environment and set your dealership up for prolonged success.



**Arlin Sorensen**  
Founder  
HTS Ag

## Dealer-to-Dealer Roundtable Discussions

The interaction between precision farming dealers that occurs over the course of 2 days will be some of the most valuable learning available. Roundtables are an attempt to bring dealers together to discuss a focused topic for 60 minutes — a topic that participants find challenging in their businesses. These are opportunities to get your questions asked and answered to help **shape future planning and decision-making** within your organization. Taking home just one new idea from these candid conversations is annually cited as one of the top takeaways for attendees. Scheduled roundtable topics for the 2021 Precision Farming Dealer Summit — with a full list to be announced at [www.PrecisionSummit.com](http://www.PrecisionSummit.com) — include:

- **Building My Precision Business Brand: Do's & Don'ts**
- **Actionable Advice for Adding Agronomic Services**
- **Lesson Learned: What 2020 Taught Me About Our Precision Business and What We Need to Change**
- **Charging for Precision Service: Per Acre, Per Hour or Per Year?**
- **Getting Full Dealership Buy In to Your Precision Business Plan**
- **First Week, Month & Year: What New Hires Need to Know**
- **Are You Ready for the Robot Revolution? Let's Talk Why & How**

## Dealer-to-Dealer Panel: Putting the Problem-Solving Power of Your Precision Peers to Work

Collaboration is usually the answer to solving a complex problem, and precision farming is no exception. Peer groups are a common way for small, independent dealers and larger, multi-store OEM operations alike, to share ideas and strategies. Finding the right non-competitive dynamic and geographic diversity is key to capturing the benefits of an external precision peer group. In 2018, a group of about a dozen precision farming managers formed a virtual network to trade advice and avoid costly in-field problems with proactive troubleshooting.

The benefits have included everything from quantifiable sidestepping of customer service landmines that led to increased uptime for farmers to the intangible therapeutic relief of idea sharing.

During a moderated panel, 3 members of the peer group share their top takeaways from being a part of the group and how it's directly benefited their precision business.

**Phil Moskal, Integrated Solutions Manager, Mid-State Equipment, Watertown, Wis.** — Moskal joined the 8-store dealership based in Wisconsin in 2009 and oversees a 2-person precision team servicing a mix of primarily row-crop and dairy farmers.

In December 2018, he sent a text message to a group of Corn Belt dealers that developed into a series of conversations and ultimately a tight-knit group of OEM precision managers shar-

ing candid time- and money-saving advice. "We can be open and honest with each other because it's **part therapy and part information exchange**," Moskal says.

**Arthur Etheridge, Integrated Solutions Manager, Shoppa's Farm Supply, El Campo, Texas** — Etheridge started as a harvest specialist in 2008 and oversees a 5-member precision team at the 8-store dealership based in Texas.

"In the southern states, we're first in a lot of things as far as having ears on the stalk and we'll be the first to harvest," he says. "But it's averaged about a 2-5 year adoption difference in terms of technology in the Midwest vs. what we see in our area. I'm seeing stuff that they've already dealt with and fixed. But it's a two-way street because our sprayers and combines are running earlier, so we can clue them into anything we're seeing."

**Karl Huebner, Integrated Solutions Manager, Hutson Inc., Murray, Ky.** — Huebner joined the 13-store dealership in 2011 and manages a 15-person precision team serving Indiana, Kentucky and Tennessee.

"There is a certain group of people within each dealership that just know the machine. They are the consultants of that company and let's be honest, at times, we don't know the answer," he says. "Some of our businesses have a higher degree of adoption for precision than others — whether it's further along with planters or manure spreaders. So we're incredibly diverse in that aspect. But **whenever I hit the group text, I'm talking to the best of the best** in that organization on that product."

***"My top takeaway was from the roundtable discussion about creating a precision brand. In-depth discussion about monitoring and screening pertinent material and media that is uploaded to social media. Great insight from other dealers about how they handled that process..."***

— Zach Hanner, Ag Partners Co-op, Wamego, Kan.



**Arthur Etheridge**  
Integrated Solutions Manager  
Shoppa's Farm Supply



**Phil Moskal**  
Integrated Solutions Manager  
Mid-State Equipment



**Karl Huebner**  
Integrated Solutions Manager  
Hutson Inc.

### 3 Things You Will Learn from this Session

1. How to develop an external precision support network to supplement your in-house expertise
2. The therapeutic benefits of a precision peer group to candidly share frustrations and find answers
3. Why geographic diversity in a peer group can proactively provide problem-solving solutions



## Dealer-to-Dealer Panel: Advancing Autonomy: A Practical Primer for Preparing Your Dealership

Farm equipment automation is on the minds of precision dealers, whether it's a tangible reality or far-fetched fantasy within their business. But regardless of the take, it's hard to ignore the impact the emerging technology will have on the ag industry. Looking at results of the 2020 Precision Farming Dealer Benchmark study, some 43% of responding dealers cited autonomous vehicles as an area of at least moderate importance to grow revenue during the next 3 years.

Commercialization of autonomous systems is fast approaching and recent momentum in the ag industry suggests unmanned implements on the horizon at the edge of a farmer's field. Cheap, reliable labor could be a strong selling point — particularly as both dealers and farmers are challenged to find and retain permanent employees. So, what are dealers doing to prepare for the opportunity?

During this dealer panel, hear from those working on the front lines of adding autonomous equipment to their precision lineup and learn about how and why they are looking to incorporate self-driving technology sales and service into their business plans of the future.

**Bill Lehmkuhl, Owner, Precision Agri Services, Minster, Ohio** — Starting the single-store, independent precision dealership in 1994, Lehmkuhl has seen the evolution of most every precision tool both within his business and also on his own farming operation. Adding an autonomous equipment line in the last year, he sees the opportunity to capitalize on preci-



**Bill Lehmkuhl**  
Owner  
Precision Agri Services

sion tools many farmers are already familiar with — even if they don't realize it. He views autonomy on 3 levels and two of them are already being used on the farm — automatic combine adjustment settings and automatic planter down force.

"There are forms of autonomy already working for farmers so it's not as much of leap as some might think for farmers or dealers," Lehmkuhl says. "It's a technology that we'll see across different sized operations, and apply to different tillage practices and tools that will allow operators and managers to better manage their on-farm resources."

**Ben Flansburg, BCA Technologies Division Manager, LandPro Equipment, Medina, N.Y.** — Entrepreneurial by nature, Flansburg sees autonomous equipment as an inroad to expanding business throughout the diverse farm operations in the 21-location area the dealership covers across New York, Pennsylvania and Ohio.

After owning and operating an independent dealership for 13 years, he sold the business to LandPro, but still operates it as an independent arm allowing for some autonomy, literally, with identifying new product opportunities outside of the main OEM brand.

"I see the autonomous system as a great fit for a certain portfolio of customers," he says. "We have one customer with a 12,000-acre operation beta testing a system in wheat, and I see tremendous opportunity. It's going to have a unique fit to start."



**Ben Flansburg**  
BCA Technologies Division Manager  
LandPro Equipment

***"As a 25-year veteran of the precision farming industry, the interaction and learning about fresh, new ideas is always important and building new relationships is key..."***

***— Jeff Wessels, Frenchman Valley Co-op, Grant, Neb.***

## General Session: Taking Stock of 2020: Banking on Business Innovation to Stay Progressive with Your Precision Priorities

It's said that if it's not written down, it's not a plan. For 21st Century Equipment, planning is an essential part of the 16-store dealership's business growth strategy, especially on the precision side.

While ag technology is a central focus, it needs to be a shared one, according to CEO Owen Palm, in order for the dealership to thrive in the future and grow its \$300 million in annual revenue.

**"The pace of change has never been so fast and change will never be this slow again,"** Palm says. "For each of us to continue to be relevant to our customers, we all need to have a fundamental understanding of the quickly changing landscape of precision agriculture and agriculture, in general."

To keep pace, 21st Century Equipment launched an ongoing training plan at the outset of 2020, designed to equip all departments with essential precision knowledge to "mainstream"

their integration of ag technology knowledge from the bottom-up.

During a general session Palm discusses the dealership's year-long investment in education and training of employees on precision farming practices, and how the challenges of 2020 influenced progress and plans for the future.



**Owen Palm**  
CEO  
21st Century Equipment



## Dealer-to-Dealer Panel: Mastering Precision Management: Implementing the Right Processes, Protocols & Practices

Paperwork and meetings may be considered necessary evils in the day-to-day workflow of a precision business, but done right, they provide invaluable insights into how to improve operational efficiency. While precision farming departments tend to have a lot of latitude and freedom, too much autonomy can produce diminishing returns and erode profit potential. As dealerships look to integrate precision training into parts, sales and service departments, having go-to guidelines and directives are essential.

Get your pen and paper, computer keyboard or smartphone ready to take notes during this panel where management level dealers share their most recent successes — and challenges — streamlining precision standards to improve productivity.

**Chad Moskal, AOS Manager, Rocky Mountain Equipment, Calgary, Alta.** — While Moskal formally owns the complex title of Ag Optimization Specialist (AOS) manager — overseeing a 15-person precision team across 36 ag store locations — he simplifies his primary responsibilities as the “process, innovation and customer experience guy.”

For the last 5 years, Moskal has worked to streamline, evolve and improve the structural efficiency of the dealership’s precision department. A major emphasis has been finding the right reporting process to maintain an effective level of communication and accountability. Moving from a regional supervisory model, to store-level management and now to each precision employee directly reporting to Moskal, the evolution has proven to be both necessary



**Chad Moskal**  
AOS Manager  
Rocky Mountain Equipment

and practical.

“Western Canada covers a lot of territory and I have employees who are a 15-hour drive away,” he explains. “We needed a better way and the last year has forced us to rethink how we ensure that our team is staying connected.”

Rather than meeting 4 times in-person annually, circumstances have both required and allowed Moskal to coordinate structured weekly virtual meetings with his team to cover monthly budget goals along with rotating educational sessions and training.

**Jamie Brand, Business Development Manager, AgriVision Equipment, Pacific Junction, Iowa (2020 Dealership of the Year)** — Emotion can heavily influence — for better or worse — the decision-making process for farm customers when considering the purchase of a new piece of equipment. But an effective way to mitigate the emotional element of a customer’s purchasing plans is simple math.

Brand helped develop a planter specific ROI calculator that



**Jamie Brand**  
Business Development Manager  
AgriVision Equipment

## Reserve Your Room at The Indianapolis Downtown Marriott

The Indianapolis Downtown Marriott will be the host site for the 2021 event. Guestrooms are available for \$127 per night, until allocated rooms are sold out. To reserve your room, please call 877-640-7666 and mention the “Precision Farming Dealer Summit” to get the special room rates.

[www.PrecisionSummit.com](http://www.PrecisionSummit.com)



### 3 Things You Will Learn from this Session

1. Why standard precision processes — from tracking service hours to inventory — is a valuable accountability tool.
2. How to leverage real ROI and limit customer emotion in the sales process.
3. Why communication and metrics are critical measurements of performance within your precision team.



allows for real numbers to be used when talking through technology purchases with customers. One of the assumptions made when working farmers through the ROI model is that equipment is fully optimized.

Customers are walked through a series of 8 questions and answers are plugged into the calculator with the goal of helping growers evaluate the impact a new technology investment can have on their operation. Calculations are made based on the customers responses; an ROI

number is determined with a specific dollar amount. While the dollar figure can differ, Brand says on average, customers see 400-600% return on investment with planters during an average of 1-3 years.

"We understand growers don't want pipe dreams," Brand says. "They want true math. Once we've walked through the numbers, it's a business decision — whether a farmer makes it or not — we want to put our customers in the best position to make that decision."

## **Most Valuable Dealer-to-Dealer Panel: What We Learned, Why We Adapted & How We Grew**

Success is never simple. The ability to overcome adversity, adapt to change and innovate out of necessity are cornerstones of every dealership recognized by *Precision Farming Dealer's* Most Valuable Dealership program.

But success also isn't stagnant. What defined a dealership's precision farming progress 1, 3 or 5 years ago likely differs from its vision today and certainly for the future. Adapting to customer appetites and adoption trends, internal employee turnover and picking the right product innovations to expand into are all decisions even the best dealers have had to wrestle with in recent years.

During a moderated panel at the 2021 Precision Farming Dealer Summit, 3 management level dealers chronicle their path to progress — along with how they overcame the setbacks — that have defined their precision business since being recognized as most valuable dealers.

**Joel Kaczynski, Product Specialist Manager, RDO Equipment, Moorhead, Minn. (2020 Most Valuable Dealership, 2010, Farm Equipment Dealership of the Year)** — With more than 20 years in precision farming and agronomy, including the last 16 with RDO Equipment, Kaczynski has drawn on his diverse experience to help launch and develop the dealership's information management service offerings throughout its 35 ag locations. Since 2017, the dealership



**Joel Kaczynski**  
Product Specialist Manager  
RDO Equipment

has grown its ag technology service sales by 80% and averaged more than \$5.5 million in precision ag component sales during the last 6 years.

While facing the same recent economic challenges as the majority of equipment dealers — large and small — RDO has worked to creatively maneuver through the downturn. This includes expanding on precision problem-solving solutions as a **larger source of recurring revenue** and increasing customer engagement efforts to meet the need of a diverse customer base.

"We have 30 people on our precision team and our focus is on being diverse and leveraging each other's expertise to service our customers, but also to avoid getting burned out," says Kaczynski, "We take a centralized approach to managing the team, which is essential to cover the diversity we see from corn and soybeans in Minnesota, down to strawberries and lettuce in California."

**Glen Franzluebbbers, Director of Professional Ag Services, Central Valley Co-op, York, Neb. (2018 Most Valuable Dealership)** — Strategic vision is an essential part of Franzluebbbers' role as director of professional ag services, a position he's held since 1994. Overseeing the 11,500-member farm cooperative's precision business growth from its infancy, the organization now has a 21-member precision farming team along



**Glen Franzluebbbers**  
Director of Professional  
Ag Services  
Central Valley Co-op

**"There is  
information here  
for every size  
dealership, whether  
you're a one-  
person operation  
or a 60-store  
operation..."**

**— Craig Benedict,  
Reynolds Farm Equipment**



**Call (262) 432-0388 to Register Today!**

# ***“Hearing perspectives from beyond just the OEM dealers provides a wide spectrum from everyone in the industry on what is working and what isn’t in the precision business...”***

— Jason Pennycook, Johnson Tractor, Janesville, Wis.

with a separate team of agronomists, crop consultants and equipment technicians.

Though proportionately a small portion of its overall revenue, the co-op’s agronomy business has been the foundation for overall growth, especially on the service side. About **75% of CVA’s total precision revenue comes from service**, which is a separate division within the company’s agronomy division that accounts for about 25% of the co-op’s overall \$1.4 billion in average annual revenue.

“Over the last several years we’ve have been improving our product and service offerings and developing more specialized positions,” says Franzluebbbers. “But it’s a collaborative effort within the entire operation. Everybody is focused down the same path and aware of the importance of ag technology to our customers operations.”

**Scott Hooper, Co-Owner, Hooper Inc., Intercourse, Pa. (2016 Most Valuable Dealership)** — Accepting precision farming as a necessary evil is an approach that some farm equipment dealers take to justify their investment in a business they perceive to be only a complement to machinery sales. This may be a safe and sometimes even practical strategy, depending on the dealership. But without risk, there is diminished opportunity for a sustainable reward.

During the last decade-plus, Hooper Inc. has established,



**Scott Hooper**  
Co-Owner  
Hooper Inc.

expanded and evolved its precision farming business into a profitable part of its 9-store dealership network. About 7% of the dealership’s \$190 million in 2019 annual sales came from service and support of farm equipment. But on the precision side, nearly 20% of revenue comes from service and support of technology.

“When dealing with technology as fast as it’s evolving, if we box it up too much, we’re going to lose opportunities,” says Hooper, who spent the last 10 years on the Case IH North American Dealer Advisory Board. “Sometimes, to generate revenue, **we need to be on that cutting edge, always moving**, knowing what’s going on. I encourage that out-of-the-box thinking, but it takes real talent to accomplish it.”

**Tuesday, January 12 - 3:30 p.m -  
Summit Adjourns**

## ***Extend Your Learning at the 2021 National No-Tillage Conference***

Continue your educational investment and join us at the 29th Annual National No-Tillage Conference for diverse learning and networking opportunities with the most innovative farmers. **Precision Farming Dealer Summit attendees are eligible for a special rate of only \$299 — a \$130 savings off the full NNTC rate.** Call 262-432-0388 to register for this co-located event at the Indianapolis Downtown Marriott.



### **3 Things You Will Learn from this Session**

- 1. The flexibility and financial benefits of a diversified, yet specialized precision business focus**
- 2. Why pricing and packaging precision services is a fluid process, accounting for customer demand and need**
- 3. How to create a progressive, inclusive precision culture and one that can adapt quickly to personnel changes**

### ***100% Satisfaction Guaranteed***

Lessiter Media has hosted more than 55 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 — after attending the Precision Farming Dealer Summit — you don’t feel the event is everything we promise, write to us and we’ll send you a full 100% refund of your registration. 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, further enhanced since 2012 through Precision Farming Dealer. This event — through the general sessions, roundtables, 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 2021 Precision Farming Dealer Summit.

#### **Transfer/Refund Policy**

At any point prior to the event, you may request that your registration be transferred to the following year’s event, or to a replacement attendee that would attend in your place.

**To cancel your registration**, please contact Precision Farming Dealer:

By email: [info@precisionfarmingdealer.com](mailto:info@precisionfarmingdealer.com)

By phone: (866) 839-8455 or (262) 432-0388

- Your registration is 100% refundable through December 18, 2020.
- Your registration is 50% refundable December 19, 2020 through January 6, 2021.
- Sorry, no refunds after January 6, 2021.

**NOTE:** In the unlikely event that the Precision Farming Dealer Summit is cancelled in its entirety, all registrants will receive a full 100% registration refund.



**Founder Frank  
Lessiter (l) and Mike  
Lessiter, President**

*Frank Lessiter*

*Mike Lessiter*

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4. Free Ticket to Welcome Reception at the 29th Annual National No-Tillage Conference Immediately Following the Precision Farming Dealer Summit



## CONTINUE LEARNING AFTER THE SUMMIT!

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### Registration Options:

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

The Super Early Bird registration rate is \$499 (Early Bird rate is \$549 after 10/30/20). Additional attendee rate during the Super Early Bird registration period is \$499 (Early Bird additional attendee rate is \$499 after 10/30/20).

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☐ 98. Other \_\_\_\_\_

#### 2. What category best describes your firm's primary business/industry activity?

☐ 31. Retail Dealer of Tractors, Implements And/Or Related Machinery For The Farm

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\*Please attach additional forms for any additional attendees

### For hotel reservations contact:

Indianapolis Downtown Marriott Hotel  
350 W Maryland St. Indianapolis, IN 46225  
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When making reservations, mention the group code "Precision Farming Dealer Summit" to receive the special room rates.

\*Conference room rate is \$127 per night until allocated rooms are sold out.

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