



What is the VIP Program?

Value In Purchasing is our way of saying "Thank You" for the purchases you are making. Products on VIP are carefully selected from choice manufacturers and are awarded 3, 6, or 9 points per dollar based on the level of the product.

When enrolled on VIP, you decide which program best suits you

- Dairy
- Feedlot
- Cow/Calf Stocker
- Dealer

You can only be on one program and each program has its own product list (see your sales rep for the current product list). Once enrolled and activated, make your purchases based off of these product lists and begin to earn points. It's really that easy!

What is Educate! and how can it help me?

Educate! is the new training tool of VIP. Vendors sponsor POD's (Presentations on Demand) each month. By participating in the 5 minute or less POD's, you receive valuable bonus points. POD's are updated on the first of each month, so check out the site every month to take advantage of these bonus opportunities.

Enroll • Earn • Educate! • Enjoy

Business Name _____ Account Number _____

Contact Name _____

Address _____

City/State/ZIP _____

Phone _____ Fax _____

Email _____

(Please note that email will be used for Educate! purposes and to notify you of bonus point opportunities. We do not sell email addresses and will not SPAM you.)

Sales Rep _____

Operation Size if applicable (Number of Head) _____

Redemptions should be sent to

- My address above
- My rep for delivery to me

Group

- Dairy
- Feedlot
- Cow/Calf Stocker
- Dealer

Signature _____ Date _____

Print Name _____ Date _____

By signing this agreement, I understand and accept the conditions of the program