



It is Equine Merit™ Winterize Your Horse time of year. If you are an Advantage Member and sell Equine Merit™ horse feed and do not have your kit please call Chris Goodwin in St. Louis at 314-317-5118. Equine Merit™ event kits went out several weeks ago, and we will continue to take your event registrations through the month of October. If you hold a Winterize Your Horse event you will receive door prizes for your guests as well as *coupon support.

Items in a Retailer Kit:

Retailers are encouraged to contact SALES for event presentation information, coupons, and event coordination.

- 30-second Radio Script
- Poster (3)
- Event Flyer Slick
- Event Ad Slick
- Stack Cards
- 10-Minute Trainer – Questions
- 10-Minute Trainer – Questions and Answers
- Body Condition Score Sheet
- Equine Merit™ Senior Horse Feed Sell Sheet
- Equine Merit™ Active Horse Feed Sell Sheet
- Return Envelope for registration Forms
- **Return Fax Form to register your event and receive prizes to give away at your horse event**

IMPORTANT NOTE: Please register all the events by faxing in the registration form provided in the retailer kits. This gives marketing the information they need to send out the door prizes to support your event. Without the fax registration we have no way of knowing you are having an event and need supplies. All supplies will be sent to sales, to distribute to the retailer. (Fax: Attention: Cindy Hoelzer or Chris Goodwin 314-317-5276)

*All coupons are sent directly to sales to use at the Horse Health Fair events.