



Schedule Your Purina Mills Horse Health Fair **TODAY** to Receive Equine Senior® Horse Feed Coupons to Support Your Horse Event!

1. Take advantage of the buzz generated by our national advertising and promotion blitz. The program is designed to drive thousands of horse owners right to your doorstep.
2. Sign up early to have your Purina Mills Horse Health Fair listed in the on-line Horse Event Locator. Return this completed card by August 3rd, 2007 to be listed.
3. Pick your Fair date in September, October or November of 2007 for maximum marketing and advertising support.
4. Get "\$10 Off When You Buy 2 Bags of Equine Senior® Horse Feed" coupons just for booking your event before August 3rd, 2007. Invite your local equine vet for the latest health information. Coupons will be mailed to your Purina Mills Sales Person prior to your Fair.
5. Choose a strong member of your staff to be the Fair Coordinator.
6. Have your lead Fair Coordinator work with your Purina Mills Sales Person, organize speakers and promotions and drive attendance. It's a big job for what should be one of your biggest selling events of the year!

* Purina Mills Horse Health Fair Date (Sept./Oct./Nov. preferred): _____

* Dealership Name: _____

* Dealership Address: _____
(NO P.O. BOXES, PLEASE)

* City, State, Zip: _____

* Dealer JDE Acct. #: _____

* Lead Coordinator: _____

* Lead Coordinator Phone #: _____

* Purina Mills Sales Person: _____

* **Required Information**

800-227-8941 • www.horse.purinamills.com

SEPTEMBER, 2007						
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OCTOBER, 2007						
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NOVEMBER, 2007						
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Please fax this back to Cindy Hoelzer at 314-317-5276