

2012 BASF Turf and Ornamental Snowmold Program - End User - NY



PURPOSE: To provide the end user the opportunity to purchase and use Curalan® EG fungicide as a late season dollar spot and pink snowmold cleanup in-addition to Insignia® fungicide as their base snowmold program.

DATES & AREA: September 1, 2012 to September 30, 2012

QUALIFYING PRODUCTS: Curalan® (12x2.75 lb) and Insignia® (WDG 36lb)

TERMS: June 7, 2013 for the end-user.

PAYOUT: Snowmold credit will be sent to the agent in mid July, End user earned credit should be applied to their account once the product is paid for.



Products	UOM Price	Price	Acres	Positioning
Curalan® EG 12x2.75 LB	\$ 30.00	\$ 990.00	12	Fall dollar spot & early pink snowmold
Insignia® WDG 36 LB	\$ 98.44	\$ 7,087.68	30	Best fungicides for your base snowmold program

Total Price	\$	8,077.68
20% Rebate	\$	1,615.54

PROGRAM OFFER:

- The qualified end user will receive a 20% rebate for purchasing 1 kegel of Curalan® and two (2) 36 lb kegs of Insignia®.
- The product must be purchased in a 1-to-2 ratio, example: 1 kegel of Curalan® and 2 kegs (36 lb) of Insignia®.
- NEW for 2012, the total dollar amount of a qualifying BASF Snowmold Program purchase will count towards your qualification level in the 2013 Early Order Program (EOP). BASF will not pay EOP rebate on the Snowmold Program dollars. The Snowmold Program dollars added with dollars purchased during the EOP program will be combined for qualification level achievement only. EOP dollars will only be paid on EOP purchases.

PROGRAM DETAILS:

- Product must be purchased through one authorized BASF agent, on one transaction, in the ratio listed above within the program timeframe.
- The Snowmold earned credit will be based upon reported sales from the BASF authorized agent(s) within the timeframe stated.
- This program applies only to qualified end-user professionals (Golf, L&L, Sports Turf, Municipalities, Parks & Rec and Sod Farms).
- Qualified end-user will receive a Snowmold earned credit on the total invoiced dollar amount (excluding sales tax) of qualified products purchased from an authorized BASF T&O agent. All incentives will be issued to the qualifying agent (who processes the order). The incentive will appear as a credit on the end-user's account with the agent who processes the order.
- Any Snowmold transactions submitted after the deadline (Oct 31, 2012) will not qualify for the program.
- Snowmold earned credit can only be applied to new purchases of agronomic inputs or related products.
- Snowmold earned credit will only become available to the end-user once they have paid-in-full on product purchased during the Snowmold program.
- If end-user has not paid-in-full by mid-July, Snowmold earned credit may be applied to a service charge only on the outstanding BASF snowmold program balance.

PROGRAM CONDITIONS, INELIGIBILITY and FORFEITURE:

- All products sold on the behalf of BASF, all sales are final, BASF does not accept returns. (NO RETURNS)

BASF reserves the right to cancel or modify this program at any time.