



Science For A Better Life

2018 | Innovation Plus Proline Matchup Program



Program Objective

To provide an incentive for growers to use Proline in targeted crops in conjunction with other products in the Bayer portfolio.

QUALIFYING PRODUCTS	ELEMENT	INCENTIVE
Proline® 480 SC Matching Products Stratego® YLD Provost® Provost® Opti Poncho® Beta treated Sugarbeet Seed Flint® Extra Gem® 500 SC Delaro® InVigor® Canola Seed Balance® Flexx Capreno® Corvus® DiFlexx® DiFlexx® Duo Laudis®	<ul style="list-style-type: none"> Purchasing a minimum of 5 gallons of Proline 480 SC and at least one of the Matching Products at the Purchase Minimum through a Bayer authorized Retailer during the 2018 growing season. Once minimums are met, payments are only made on matched products. 	Cash equivalent rebate equal to \$1.00 per fluid ounce of Proline 480 SC matched with any other Matching Product. Additional cash equivalent rebate equal to \$2.25 per fluid ounce of Flint Extra and/or Gem 500 SC when matched with Proline 480 SC.

Program Period

The 2018 market year is September 1, 2017 – August 31, 2018

Qualifying Growers

Growers who purchase the required minimums of Proline 480 SC Fungicide plus one or more additional Qualifying Products through a Bayer Authorized Retailer during the 2018 market year.

All growers purchasing seed MUST have a current executed Bayer Grower Technology Agreement in their name.

Program Elements

- Grower purchases required products.
- All payments under this program are paid on reporting grower data submitted by September 11, 2018 via approved electronic means.

INSTRUCTIONS FOR RETAILERS TO SUBMIT GROWER DATA

<https://www.yourdatadimensions.com>

Customer Support: 1-800-901-0012

Data Dimensions User Guide

<https://www.yourdatadimensions.com/UserGuide/UserGuide.pdf>

- Proof of purchase of Poncho Beta treated Sugar Beet Seed (purchase invoices) must be provided by grower to the BCS sales rep by August 1, 2018.
- Bayer will award points to growers on validated, qualified purchases as reported by participating retailers. Points are valued at \$0.05 each.
- Grower Redemption of Innovation Plus points for cash or merchandise upon request after November 16, 2018 via Innovation Plus website or Bayer Customer Interaction Center.
- Points that are not redeemed will expire automatically on January 31st of the 2nd calendar year following the invoice date.

Participating Product and Qualifying Purchase

Minimum purchase is 5 gallons of Proline 480 SC Fungicide and one or more of the Product(s) listed.

PARTICIPATING PRODUCTS	PURCHASE MINIMUM	MATCH RATE
Proline 480 SC	5 gallons	1 gal
Stratego YLD	5 gallons	1 gal
Provost	12.5 gallons	2.5 gal
Provost Opti	12.5 gallons	2.5 gal
Poncho Beta Treated Sugarbeet Seed	64 Units	12.8 Units
Flint Extra	5 gallons	1 gal
InVigor Canola Seed	11.2 Units	2.24 Units
Balance Flexx	5 gallons	1 gal
Capreno	5 gallons	1 gal
Corvus	5 gallons	1 gal
Diflexx	5 gallons	1 gal
DiFlexx Duo	15 gallons	3 gal
Laudis	5 gallons	1 gal
Delaro	5 gallons	1 gal
Gem 500 SC	5 gallons	1 gal

Program Conditions

1. BAYER RESERVES THE RIGHT TO MODIFY OR WITHDRAW THIS PROGRAM OR ANY PORTION THEREOF WITHOUT PRIOR NOTICE.
2. GROWER PROGRAMS ARE AN IMPORTANT PART OF THE MARKETING STRATEGY FOR BAYER. IF A GROWER PURCHASES BCS PRODUCTS FROM A SOURCE OTHER THAN BAYER (OR BAYER AUTHORIZED RETAILER) BCS RETAINS THE OPTION TO DENY PAYMENT TO THE GROWER UNDER THE TERMS OF THE GROWER PROGRAM. ONLY PRODUCTS PURCHASED FROM BAYER OR ANOTHER BAYER AUTHORIZED ENTITY AND SOLD TO GROWERS ARE ELIGIBLE FOR GROWER PROGRAM PAYMENT. GROWER PROGRAM PAYMENTS WILL NOT BE PAID ON BAYER PRODUCTS REIMBURSED FOR PRODUCT PERFORMANCE.
3. ALL FEDERAL, STATE, OR LOCAL TAXES ON PAYMENTS RECEIVED UNDER THIS PROGRAM ARE THE SOLE RESPONSIBILITY OF THE PAYMENT RECIPIENT, AND NOT OF BAYER, ITS PARENT COMPANY, OR ITS AGENTS. FRAUDULENT REPORTING OF SALES INFORMATION OR DOCUMENTATION WILL BE GROUNDS FOR WITHHOLDING OR INVALIDATING ALL PROGRAM PAYMENTS OR REIMBURSEMENT OF ANY PAYMENTS ALREADY MADE. BAYER RESERVES THE RIGHT USING BAYER AUDITORS OR AN INDEPENDENT AUDITING FIRM TO VERIFY ALL CLAIMS FOR PAYMENTS UNDER THIS PROGRAM, AND IN MATTERS OF DISCREPANCY, RESERVES THE RIGHT OF FINAL DECISION. BAYER RESERVES THE RIGHT TO DEBIT FUTURE PAYMENTS DUE OR OTHERWISE SEEK REIMBURSEMENT IF ERRORS ARE DISCOVERED AFTER PAYMENTS HAVE BEEN ISSUED.



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