

GROUP TRIP TO EUROPE, CASH OR BOTH: WHICH WILL YOU CHOOSE?

How it works

Every time you spend \$1 on a participating product (based on manufacturer suggested retail price) from Bayer CropScience and/or Dow AgroSciences, you'll receive 1 Hot Potatoes reward point. The more you purchase, the more you earn, and the more you'll receive. It's as easy as that!

Start rewarding yourself now

If you're new to the program, you can enrol by:

- Visiting Hot-Potatoes.ca
- Calling 1 877-661-6665

If you were enrolled in the 2012/2013 Hot Potatoes Rewards Program, you're already signed up.



CALCULATE YOUR POINTS

Visit Hot-Potatoes.ca for more information and to access the easy-to-use Rewards Calculator to determine your potential Hot Potatoes reward points.

BONUS OFFERS FROM DOW AGROSCIENCES

Double your points with Closer and Delegate

Purchase Closer and Delegate together in a growing year and earn 2X the Hot Potatoes reward points on every \$1 spent.

Double your points with Intrepid and Delegate

Purchase Intrepid and Delegate together in a growing year and earn 2X the Hot Potatoes reward points on every \$1 spent.

Double your points with Dithane and Delegate

Purchase Dithane and Delegate together in a growing year and earn 2X the Hot Potatoes reward points on every \$1 spent.



Rules and Regulations

- Claims may be made during each growing year of the 2014/2015 Hot Potatoes Rewards Program promotion, provided qualifications and conditions have been met.
- 2014/2015 Hot Potatoes Rewards Program cannot be combined with any other Bayer CropScience and Dow AgroSciences offer.
- Your participation in the 2014/2015 Hot Potatoes Rewards Program:
 - Confirms your understanding and commitment to comply with the Rules & Regulations;
 - Gives Bayer CropScience and Dow AgroSciences consent to collect, use and disclose transactional and personal information related to the purchases of products by you for the purposes of:
 - Assessing and processing entitlements under the 2014/2015 Hot Potatoes Rewards Program and communicating with you by, among other means, telephone and electronic communications for such purpose; and
 - Better understanding your needs and preferences in order to develop and offer information, products and/or services by Bayer CropScience, Dow AgroSciences and their respective agents, distributors and retailers and communicating with you by, among other means, telephone and electronic communications for such purpose, unless you advise Bayer CropScience not to use such information by contacting the Hot Potatoes Rewards Centre.
- Bayer CropScience uses affiliated companies in the United States of America for certain information technology services including the housing of server technology that is a repository for contact information and transactional data of the grower ("Affiliated Services"). For further information on the nature of the Affiliated Services please contact the Bayer CropScience privacy officer at #200, 160 Quarry Park Boulevard SE, Calgary, AB T2C 3G3 or at askus@bayercropscience.ca.
- Hot Potatoes 2014/2015 begins October 1, 2013.
- Hot Potatoes 2014/2015 qualifying product sales continue to accumulate points from October 1, 2013 until September 30, 2015.
- All bonus offers are based on current purchases in one growing year (October 1, 2013 - September 30, 2014 and October 1, 2014 - September 30, 2015).
- For the Bayer CropScience bonus offer situation, the two (2) products purchased by the grower with the highest dollar value spend cumulative (based product purchased multiplied by SRP) shall be deemed the "Qualifying Products". To qualify for the three (3) and four (4) product bonuses, the dollar value spend (based on product purchased multiplied by SRP) on each additional product(s) purchased (not Qualifying Products), must be at minimum 10% of the Qualifying Products dollar value spend.
- For the Bayer CropScience bonus offer situation, the Serenade SOIL and/or Titan Ernesto additional Hot Potatoes reward point is based on the regular reward point category per year.
- For the Dow AgroSciences bonus offer situation, the Dithane, Delegate, Intrepid, and/or Closer additional Hot Potatoes reward point is based on the regular reward point category per year.
- The deadline for registration in the 2014/2015 Hot Potatoes Rewards Program is September 30, 2015. If you register after September 30, 2014, your 2014 purchases from October 1, 2013 to September 30, 2014 will not be eligible for Hot Potatoes points.
- If you were part of the 2012/2013 Hot Potatoes Rewards Program, then you will be automatically re-enrolled and do not need to re-register.
- If your retail submits transactional data to AgData, then you do not need to submit invoices. If your retail does not, then please contact the Hot Potatoes administrator(s) at 1-877-661-6665. The deadline to submit invoices for purchases made from October 1, 2013 to September 30, 2014 is November 30, 2014 in order to qualify for 2014/2015 Hot Potatoes Rewards Program, and is November 30, 2015 for purchases made from October 1, 2014 to September 30, 2015.
- 2014/2015 Hot Potatoes Rewards Program ends November 30, 2015.
- Deadline for all reward claims is November 30, 2015.
- **Reward points not redeemed by November 30, 2015 will be forfeited.**
- Each dollar spent (based on MSRP) towards the purchase of qualifying products in 2014/2015 Hot Potatoes Rewards Program, will equal one reward point or otherwise indicated on the above product combinations or bonuses. Purchases made in Canada only between October 1, 2013 to September 30, 2015 are eligible for the 2014/2015 Hot Potatoes Rewards Program. It is your responsibility to claim all your points before the deadline and to ensure all points have been used.
- You will receive your rebate payment in the winter of the claim year based on receipt of the transactional data.
- Product invoices will validate points.
- 2014/2015 Hot Potatoes Rewards Program point balances can be obtained by calling 1-877-661-6665, or by visiting the Hot Potatoes website, www.hot-potatoes.ca
- 2014/2015 Hot Potatoes Rewards Program point balances will be cumulative, based on qualifying product purchases between October 1, 2013 to September 30, 2015.
- 2014/2015 Hot Potatoes Rewards Program awards claims must be made using the form provided through the Hot Potatoes website www.hot-potatoes.ca or by calling 1-877-661-6665 before the deadline date of each year; November 30, 2014 and November 30, 2015.
- 2014/2015 Hot Potatoes Rewards Program points may be redeemed for a cash rebate and/or the group trip reward.
- Growers redeeming for a cash rebate agree to release Bayer CropScience and Dow AgroSciences, as the case may be, and the 2014/2015 Hot Potatoes Rewards Program from all obligations and liabilities with respect to any payment made to a cheque payee. Growers shall execute all documentation required to give full effect to the foregoing.
- Group trip includes air travel, hotel, group tours and most meals.
- After claiming a reward (cash rebate or group trip), any unused points will remain in your Hot Potatoes account. Qualifying Hot Potatoes products purchased (after your claim and prior to November 30, 2015) will continue to increase your point value.
- 2014/2015 Hot Potatoes Rewards Program reserves the right to make final judgment of the interpretation of the overall program, and its individual components.

Admire®, Aliette®, Alion™, Betamix®, Calypso®, Deci®, Ernesto™, Envidor®, Ethrel®, Flint®, Hot Potatoes®, Ignite®, Luna Tranquility™, Movento®, Nortron®, Oberon®, Reason®, Scala®, Sencor®, Serenade®, Tattoo®, and Titan™ are trademarks of Bayer.

Centurion® and Select® are registered trademarks of Arysta LifeScience.

Closer™, Delegate™, Dithane™, Entrust™, GF-120™, Goal 2XL™, Indar™, Intrepid™, Kerb™, Lorsban™, Nova™, Quintec™ and Success™ are trademarks of Dow AgroSciences LLC. 03/14

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Somewhere in Europe your reward awaits.



2014/2015
Hot Potatoes®
Rewards Program



Bayer CropScience



Dow AgroSciences



HOT POTATOES REWARDS

The Hot Potatoes Rewards Program only offers rewards you really want:

Group trip to Europe

Redeem your points for the group trip and you'll enjoy the sights, sounds and flavours only found in beautiful Europe. Join along with other growers from across Canada. The one-week trip includes airfare, accommodation, group tours and most meals.

- 150,000 HP reward points = One primary spot on the 2014 Hot Potatoes group trip to Europe
- 125,000 HP reward points = One companion spot with shared accommodations with the primary trip participant

Redeem your points for cash

If you decide not to take part in the group trip or have extra points available after redeeming for the group trip, you can redeem your points for something just as rewarding – cash back on every dollar spent. Here's how the Hot Potatoes reward points are given out:

- 3,500 – 7,499 HP reward points = 1.5% cash reward
- 7,500 – 59,999 HP reward points = 2% cash reward
- 60,000+ HP reward points = 2.5% cash reward

ELIGIBLE HOT POTATOES PRODUCTS

Start receiving Hot Potatoes reward points every time you purchase one or more of these qualifying horticultural crop protection products from Bayer CropScience and Dow AgroSciences. New products are always added to the program so visit **Hot-Potatoes.ca** for updates.



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|--------------|--------------|---------------------|------------|-----------------|-----------------|
| • Admire® | • Calypso® | • Ethrel® | • Movento® | • Scala® | • Serenade SOIL |
| • Alette® | • Centurion® | • Flint® | • Nortron® | • Select® | • Tattoo® C |
| • Alion™ | • Decis® | • Ignite® | • Oberon® | • Sencor® | • Titan™ |
| • Betamix® B | • Envidor® | • Luna Tranquility™ | • Reason® | • Serenade® MAX | • Titan Emesto™ |



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|-----------------------|--------------------------|---------------|---------------|
| • Closer™ | • Entrust | • Intrepid™ | • Lorsban 50W |
| • Delegate™ | • GF-120™ Fruit Fly Bait | • Kerb™ SC | • Nova™ |
| • Dithane™ Rainshield | • Goal 2XL™ | • Lorsban™ 4E | • Quintec™ |
| • Entrust™ 80 | • Indar™ | • Lorsban 15G | • Success™ |

BONUS OFFERS FROM BAYER CROPSCIENCE

Earn up to 4X more points

Every \$1 spent on two participating Bayer CropScience products will earn you 2x the Hot Potatoes reward points. If you buy three, you'll earn 3x the points. If you buy four or more, you'll earn 4x the points. It really is just that easy.

Participating products:

- | | | | | |
|-----------|--------------------|-----------|----------|----------------|
| • Alion | • Flint | • Movento | • Scala | • Titan |
| • Calypso | • Luna Tranquility | • Reason | • Sencor | • Titan Emesto |

In order to qualify for the 3X and 4X bonus offers, the third, fourth, or more products must individually be at least 10% of the two highest product regular points combined. Please see Rules and Regulations for complete details.

Double your points with Titan Emesto and Serenade SOIL

Get 2X the Hot Potatoes reward points for every \$1 spent on:

- Titan Emesto in 2014 and 2015
- Serenade SOIL in 2014

The Titan Emesto and Serenade SOIL additional points are based on the regular reward point category.



KEY DATES

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|----------------------------|--|
| October 1, 2013: | • Qualifying purchases begin |
| September 30, 2014: | • Last day to register for 2014 purchases to be eligible |
| November 30, 2014: | • Last day to redeem cash rebate for 1 st year (optional) |
| September 30, 2015: | • Last day for qualifying purchases to be eligible |
| | • Last day to register for 2015 purchases to be eligible |
| November 30, 2015: | • Last day to redeem rewards |

