

# PROGRAM DETAILER

## 2011 - 2012 POWER OF MORE™ PROGRAM



### DOW AGROSCIENCES HAS THE PROVEN SOLUTION FOR YOU TO EARN MORE ON YOUR TURF AND ORNAMENTAL PURCHASES THROUGH THE POWER OF MORE™ PROGRAM.

Dow AgroSciences is offering another valuable solution for your Turf and Ornamental business!

### HOW DOES THE POWER OF MORE PROGRAM WORK?

The Power of MORE is easy! Purchase the Turf and Ornamental products you trust from the list of participating products listed on pages 2-3. Then, go to the Power of MORE website: [www.PowerofMORE.com](http://www.PowerofMORE.com) to download and print your rebate estimator form. Just send in your completed claim and invoices to the address on page 4, and we'll reward you with checks in both March and December 2012.

**PLUS, you will receive an October - December incentive on qualifying purchases with invoices dated October through December 2011.**

### HOW TO QUALIFY

Purchase eligible products between **September 1, 2011 and August 31, 2012**; invoices must be dated within this defined purchase period.

Mail your completed claim form and invoices to the address on the back. Completed claims and invoices **must be postmarked by January 15, 2012** to receive your check in March, **or postmarked by September 30, 2012** to receive your check in December.

### THE POWER OF MORE™

The power is in your hands to earn more! Bonuses will be awarded based on your total rebate amount. Please refer to the table on the right to see the bonus awarded calculation. For example, if your total rebate based on your purchases was \$5,000, you would earn a 15% bonus on top of your \$5,000 rebate. That's an additional \$750 for a total rebate of \$5,750. When you qualify for a bonus, this will be included in your rebate earned. So, if you submit multiple claims, your bonus will account for previous purchases.

### REDEMPTION

To receive your rebate, complete the following easy steps:

1. Download your rebate estimator form from the Power of MORE website: [www.PowerofMORE.com](http://www.PowerofMORE.com).
2. Complete the form on your computer by typing in the fields, and it will automatically calculate your base rebate and your bonus rebate.
3. Print two (2) copies of the completed form; mail one (1) copy to the address below and retain the second copy for your records.

Base Rebate	Rebate Bonus
\$10,000 +	20%
\$5,000 - \$9,999	15%
\$2,500 - \$4,999	10%
\$500 - \$2,499	5%

# PARTICIPATING PRODUCTS

Participating Products	Rebate \$/Unit	Unit of Measure	Oct - Dec Incentive	TOTAL Including Oct - Dec Incentive
Chaser Turf Ester	\$1.25	Gallon	\$0.75	\$2.00
Confront®	\$5.00	Gallon	\$2.16	\$7.16
Confront 3	\$0.30	50 lb bag	\$0.20	\$0.50
Confront 3 plus Dimension on Fertilizer/Granules	\$0.70	50 lb bag	\$0.45	\$1.15
Confront TR	\$0.25	50 lb bag	\$0.15	\$0.40
Conserve® SC	\$16.50	Gallon	\$9.00	\$25.50
Dimension® EC	\$6.00	Gallon	\$3.00	\$9.00
Dimension .06% on Fertilizer/Granules	\$0.09	50 lb bag	\$0.05	\$0.14
Dimension .07% on Fertilizer/Granules	\$0.11	50 lb bag	\$0.05	\$0.16
Dimension .08% on Fertilizer/Granules	\$0.13	50 lb bag	\$0.06	\$0.19
Dimension .09% on Fertilizer/Granules	\$0.15	50 lb bag	\$0.06	\$0.21
Dimension .10% on Fertilizer/Granules	\$0.16	50 lb bag	\$0.07	\$0.23
Dimension .103% on Fertilizer/Granules	\$0.17	50 lb bag	\$0.07	\$0.24
Dimension .125% on Fertilizer/Granules	\$0.20	50 lb bag	\$0.09	\$0.29
Dimension .13% on Fertilizer/Granules	\$0.21	50 lb bag	\$0.10	\$0.31
Dimension .15% on Fertilizer/Granules	\$0.24	50 lb bag	\$0.11	\$0.35
Dimension .164% on Fertilizer/Granules	\$0.27	50 lb bag	\$0.12	\$0.39
Dimension .17% on Fertilizer/Granules	\$0.28	50 lb bag	\$0.13	\$0.41
Dimension .19% on Fertilizer/Granules	\$0.31	50 lb bag	\$0.14	\$0.45
Dimension .21% on Fertilizer/Granules	\$0.34	50 lb bag	\$0.15	\$0.49
Dimension .22% on Fertilizer/Granules	\$0.36	50 lb bag	\$0.15	\$0.51
Dimension .25% on Fertilizer/Granules	\$0.41	50 lb bag	\$0.17	\$0.58
Dimension .27% Granule	\$0.41	50 lb bag	\$0.18	\$0.59
Dimension Ultra 40WP	\$2.00	Pound	\$1.00	\$3.00
Dimension 2EW	\$12.75	Gallon	\$4.25	\$17.00
Dithane® 75DF	\$0.15	Pound	\$0.05	\$0.20
Dursban® 50W	\$0.60	Pound	\$0.25	\$0.85
Eagle® 20EW	\$19.00	Gallon	\$4.00	\$23.00
Eagle .39% on Fertilizer/Granules	\$0.85	30 lb bag	\$0.23	\$1.08

## PARTICIPATING PRODUCTS, cont.

Participating Products	Rebate \$/Unit	Unit of Measure	Oct - Dec Incentive	TOTAL Including Oct - Dec Incentive
Eagle .39% on Fertilizer/Granules	\$0.95	40 lb bag	\$0.31	\$1.26
Eagle .62% on Fertilizer/Granules	\$1.50	25 lb bag	\$0.35	\$1.85
Fore® WSP	\$0.40	Pound	\$0.12	\$0.52
Foundation	\$0.60	Gallon	\$0.40	\$1.00
Gallery® 0.38% on Fertilizer/Granules	\$0.35	50 lb bag	\$0.20	\$0.55
Gallery 75DF	\$11.00	Pound	\$2.37	\$13.37
HGH 75	\$1.50	50 lb bag	\$1.00	\$2.50
Kerb® 50 WP	\$1.60	gallon	\$0.53	\$2.13
Kerb® SC	\$10.56	gallon	\$4.21	\$14.77
Lesco Mancozeb DG	\$0.15	Pound	\$0.05	\$0.20
Lesco Mancozeb 4F	\$0.50	Gallon	\$0.20	\$0.70
LockUp® Herbicide .01% on Fertilizer/Granules	\$0.05	50 lb bag	\$0.03	\$0.08
LockUp® Herbicide .014% on Fertilizer/Granules	\$0.08	50 lb bag	\$0.04	\$0.12
LockUp Herbicide .03% on Fertilizer/Granules	\$0.17	50 lb bag	\$0.09	\$0.26
LockUp Herbicide .04% on Fertilizer/Granules	\$0.22	50 lb bag	\$0.11	\$0.33
Lontrel® T&O	\$21.00	Gallon	\$12.00	\$33.00
OH2	\$1.50	50 lb bag	\$1.00	\$2.50
Rout	\$1.50	50 lb bag	\$1.00	\$2.50
Sapphire®	\$46.00	Gallon	\$30.00	\$76.00
Showcase®	\$3.00	50 lb bag	\$1.50	\$4.50
Snapshot® DG	\$1.50	25 lb bag	\$0.75	\$2.25
Snapshot® 2.5TG	\$3.00	50 lb bag	\$1.50	\$4.50
T-Zone	\$0.60	Gallon	\$0.40	\$1.00
Team™ 0.92% on Fertilizer/Granules	\$0.12	50 lb bag	\$0.05	\$0.17
Team 1.15% on Fertilizer/Granules	\$0.14	50 lb bag	\$0.06	\$0.20
Team 1.25% on Fertilizer/Granules	\$0.15	50 lb bag	\$0.07	\$0.22
Team Pro 0.86% on Fertilizer/Granules	\$0.11	50 lb bag	\$0.05	\$0.16
Turflon® Ester	\$4.10	Gallon	\$2.39	\$6.49
Turflon® Ester Ultra	\$4.10	Gallon	\$2.39	\$6.49

# 2011 - 2012 POWER OF MORE™ PROGRAM

## TERMS AND CONDITIONS (GO TO WEBSITE FOR COMPLETE LIST OF TERMS AND CONDITIONS)

1. Qualifying products must be invoiced during the defined purchase period of **September 1, 2011 - August 31, 2012**.
2. Rebate forms and invoices must be postmarked no later than September 30, 2012 and mailed to the following address.

**The Power of MORE Rebate Program**

**PO Box 30667, Charlotte, NC 28230**

**TOLL-FREE FAX: 866.865.2445; Support Line: 866.961.1906**

**EMAIL scanned documents to [PowerofMore@DowDemandCreation.com](mailto:PowerofMore@DowDemandCreation.com)**

3. Invoices, with invoice numbers (#s), are required to verify the purchase of all participating products. If invoices are not available, we can accept: bill of lading, packing list, and invoice summary reports, provided that they show: an invoice number (#), a clear product description, quantity purchased, date of purchase, name of purchaser, and the name and location of the selling organization. Please note that future purchase acknowledgements or internal purchase summary reports will not be accepted.
4. Rebates will be calculated based on the "Rebate \$ per unit" earnings structure documented in the table on page 1. Bonus rebates will be based on a percent of base rebate earned through purchases. An additional 2% rebate will be paid on your base rebate on purchases for invoices dated November through December, 2011. Dow AgroSciences Program Administration will be responsible for completing final calculations. All decisions will be final.
5. Rebate checks will not be issued for less than \$200.00. To be eligible, your earned rebate amount must be at least \$200.00.
6. Rebates will be awarded based on purchases by end users/applicators only. Purchases submitted by a re-seller of Dow AgroSciences T&O products will not qualify for any rebate.
7. Participants can submit multiple claims for this program. A rebate estimator form must be printed and submitted along with all invoices for each claim to validate total purchase quantities. Please keep a copy of your completed rebate form for your records.
8. Dow AgroSciences reserves the right to audit end user purchases and the use of Dow AgroSciences products. All earnings will be forfeited if program records are determined to be false or fraudulent.
9. Dow AgroSciences reserves the right to modify or terminate the program at any time without notice.
10. All decisions made by Dow AgroSciences with respect to program administration and implementation, including calculation of program payments, will be final and binding.
11. Taxes on earnings are the responsibility of the participant.

®™Trademark of Dow AgroSciences LLC

Always read and follow label directions.

Dursban 50W and Kerb are federally Restricted Use Pesticides.

State restrictions on the sale and use of Confront, Dimension, Eagle, LockUp, Lontrel, Sapphire, Showcase, Snapshot, and Turflon apply.

Consult the label before purchase or use for full details.



T11-000-039 (09/11) DAS 010-60755