

# Double the innovation. And the savings.

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Heat LQ + Fungicide Bonus

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Western Canada – 2018 Crop Season

 **BASF**  
We create chemistry

Whether you're growing cereals, canola or pulses, innovative, high-performance products are key for maximizing crop protection and increasing your yield potential. And it's a bonus if you can save while you're at it.

Investing in industry-leading fungicides such as Caramba<sup>®</sup>, Cotegra<sup>™</sup>, Dyax<sup>™</sup>, Lance<sup>®</sup>, Lance AG, Nexicor<sup>™</sup>, Priaxor<sup>®</sup> or Twinline<sup>®</sup> will not only allow for improved disease control, but will also qualify you for the **Heat<sup>®</sup> LQ + Fungicide Bonus** when you purchase matching acres of Heat LQ herbicide.

## What's the deal with the Heat LQ + Fungicide Bonus?

Purchase a minimum of 320 acres of the qualifying BASF fungicides and receive a \$1 rebate for every matching acre of Heat LQ herbicide. With six fungicide options included in the rebate, you can choose innovative solutions that work best for your operation. And there's no need to register for this offer. Just watch for the rebate on your 2018 **AgSolutions<sup>®</sup>** Grower Payment.

### QUALIFYING HERBICIDES

**Heat<sup>®</sup> LQ**

Powered by **Kixor<sup>®</sup>** Herbicide

### QUALIFYING FUNGICIDES

MATCHED WITH



REBATE ON  
MATCHING ACRES

**Cotegra<sup>™</sup>**

Fungicide

**Caramba<sup>®</sup>**

Fungicide

**Dyax<sup>™</sup>**

Xemium<sup>®</sup> Fungicide

**Lance<sup>®</sup>**

Fungicide

**Lance<sup>®</sup> AG**

Fungicide

**Nexicor<sup>™</sup>**

Xemium<sup>®</sup> Fungicide

**Priaxor<sup>®</sup>**

Xemium<sup>®</sup> Fungicide

**Twinline<sup>®</sup>**

Fungicide

#### Examples:

- Purchase 320 acres of Heat LQ<sup>1</sup> + 320 acres of Cotegra and receive a rebate of \$320.
- Purchase 320 acres of Heat LQ<sup>1</sup> + 640 acres of Cotegra and receive a rebate of \$320.
- Purchase 320 acres of Heat LQ<sup>1</sup> + 320 acres of Cotegra + 320 acres of Priaxor and receive a rebate of \$320.

<sup>1</sup>Heat LQ is calculated at the pre-seed rate.

#### Always read and follow label directions.

**AgSolutions** is a registered trade-mark of BASF Corporation; CARAMBA is a registered trade-mark of BASF Agro B.V.; COTEGRA, DYAX, and NEXICOR are trade-marks, and HEAT, KIXOR, LANCE, PRIAXOR, TWINLINE, and XEMIUM are registered trade-marks of BASF SE; all used with permission by BASF Canada Inc. CARAMBA, COTEGRA, DYAX, LANCE, LANCE AG, NEXICOR, PRIAXOR, and/or TWINLINE fungicides should be used in a preventative disease control program. © 2017 BASF Canada Inc.





## Offer Terms and Conditions

### Offer Details:

1. **Offer Overview:** Subject to the terms, conditions and restrictions set forth below, BASF Canada Inc. (“**BASF**”) is offering (the “**Offer**”) each Eligible Participant (as defined below in Section 3) the opportunity to receive a Rebate (the “**Rebate**”) on qualifying purchases of qualifying BASF crop protection products (as defined in Section 4). The value of the Rebate, if any, that an Eligible Participant is eligible to receive pursuant to this Offer will be calculated by BASF, in its sole and absolute discretion, in accordance with these Official Terms and Conditions (the “**Terms**”).
2. **Offer Period:** The Offer begins October 1, 2017 at 7:00 a.m. Eastern Time (“**ET**”) and ends September 30, 2018 at 11:59 p.m. ET (the “**Offer Period**”).
3. **Eligibility:** The Offer is open only to Canadian growers who: (i) reside in British Columbia (Peace Region only), Alberta, Manitoba, or Saskatchewan; (ii) are the owner, operator or designated representative of a farm (the “**Farm**”); and (iii) have reached the legal age of majority in their province of residence (each, an “**Eligible Participant**”). These Terms govern this Offer and must be followed by all Eligible Participants at all times. By agreeing to participate in the Offer, each Eligible Participant is signifying his/her agreement to comply with, and be legally bound by, these Terms.
4. **How to Qualify:** To qualify for the Offer and be eligible to receive a Rebate, an Eligible Participant must complete all of the following steps:
  - a. Comply with all of the terms and conditions set forth in these Terms (as determined by BASF in its sole and absolute discretion); and
  - b. Purchase (from an authorized Western Canadian retailer) a minimum of three hundred and twenty (320) acres of qualifying crop protection products (each a “**Qualifying Product**”) from each of the following two (2) BASF Brand Categories (each, a “**Brand Category**”): (i) Brand Category 1: HEAT® WG and/or HEAT LQ herbicide and (ii) Brand Category 2: CARAMBA®, and/or COTEGRA™, and/or DYAX™, and/or LANCE®, and/or LANCE AG, and/or PRIAXOR®, and/or NEXICOR™, and/or TWINLINE® fungicide during the Offer Period, as set out in the table within Clause 6 below.

**Note:** For the purpose of this Offer, HEAT WG and HEAT LQ will be calculated at the pre-seed rate.

By way of examples only, an eligible grower who purchases: (i) 320 acres of HEAT LQ herbicide and 320 acres of CARAMBA fungicide would qualify for a Rebate; (ii) 640 acres of HEAT LQ, 320 acres of CARAMBA fungicide and 320 acres of DYAX fungicide would qualify for a Rebate; (iii) 320 acres of HEAT LQ and 160 acres of CARAMBA fungicide and 160 acres of DYAX fungicide would NOT qualify for a Rebate.

Prior to qualifying for the Offer, the Eligible Participant will be required to accept and agree to be legally bound by these Terms. In addition, the Eligible Participant will have the opportunity to agree to the terms and conditions contained within the BASF Grower Privacy Consent and the BASF Commercial Electronic

Messages Consent (the “**Consent Forms**”). Copies of the Consent Forms can be obtained by contacting **AgSolutions**® Customer Care at 1-877-371-BASF (2273). An Eligible Participant may subsequently withdraw his/her consent to receive electronic communications at any time without affecting their eligibility for this Offer.

If an Eligible Participant completes all of the foregoing steps in accordance with these Terms (as determined by BASF in its sole and absolute discretion), then the Eligible Participant will be eligible to qualify for the Offer and to receive a Rebate. **There is a limit of one (1) Rebate per Farm.**

5. **Rebate Calculation:** The value of the Rebate, if any, that an Eligible Participant is eligible to receive pursuant to this Offer will be calculated by BASF, in its sole and absolute discretion, in accordance with these Terms, as follows:

- a. \$1.00 per acre rebate for each matching acre (collectively, the “**Qualifying Matching Acres**”) purchased in accordance with these Terms. The Qualifying Matching Acres are determined by whichever combined Brand Category #1 Qualifying Products and combined Brand Category #2 Qualifying Products is less (provided that the minimum purchase threshold of 320 acres of each Qualifying Product in each Brand Category is satisfied).

By way of examples only:

Amount/Type of Brand Category #1 Qualifying Product(s) (minimum 320 acres per brand)	Amount/Type of Brand Category #2 Qualifying Product(s) (minimum 320 matching acres per brand)	Total Rebate Amount
320 acres of HEAT LQ	320 acres of PRIAXOR	\$320 CDN
960 acres of HEAT LQ	640 acres of LANCE AG 320 acres of PRIAXOR	\$960 CDN
320 acres of HEAT LQ	640 acres of COTEGRA	\$320 CDN
320 acres of HEAT LQ	140 acres of NEXICOR 180 acres of DYAX	\$0 CDN

Retailers have complete autonomy to determine the resale pricing for the products described herein and may choose to sell such products at prices which are different from those suggested by BASF. Rebates will be calculated on a per Qualifying Matching Acre basis, using all Qualifying Products purchased, including partial cases.

6. **Qualifying Products and Related Conditions:** For the purposes of this Offer, the following table describes the Qualifying Product, categorized by Brand Category:

Criteria	Brand Category #1 Qualifying Products	Brand Category #2 Qualifying Products
Purchase a minimum of 2 qualifying crop protection products, one (1) from each Brand Category, at a minimum 320 acres per Qualifying Product	HEAT WG HEAT LQ	CARAMBA COTEGRA DYAX PRIAXOR LANCE LANCE AG NEXICOR TWINLINE

- a. This Offer does not apply to any Qualifying Products that are returned for any reason whatsoever or for any Qualifying Products that are purchased for resale.
- b. Retailers are required to submit customer transactional data relating to orders and purchase transactions (the “**Data**”) on behalf of Eligible Participants to BASF. Offer eligibility will be determined by BASF, in its sole and absolute discretion, using this Data. All Data must be submitted by the retailer to BASF by no later than October 9, 2018 in order for such Data to be eligible for the purposes of this Offer.

- c. If an Eligible Participant who has earned a Rebate pursuant to this Offer returns any Qualifying Products to a retailer after September 30, 2018, then the Eligible Participant shall be required to return or repay the value of the Rebate (or the applicable portion of the Rebate) by contacting **AgSolutions** Customer Care at 1-877-371-BASF (2273). Failure to do so will result in a deduction from the Eligible Participant's future year's program rebate(s).
7. **Verification:** BASF reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to BASF): (i) for the purposes of verifying an Eligible Participant's eligibility to participate in this Offer; (ii) for the purposes of verifying the legitimacy of any Data (as defined above in Section 6b), Qualifying Products and/or other information; and/or (iii) for any other reason BASF deems necessary, in its sole and absolute discretion, for the purposes of administering this Offer in accordance with BASF's interpretation of the letter and spirit of these Terms. Failure to provide such proof to the complete satisfaction of BASF within the timeline specified by BASF may result in disqualification in the sole and absolute discretion of BASF. All determinations regarding whether or not an Eligible Participant is eligible to earn a Rebate (and, if so, the amount of such Rebate) in accordance with these Terms will be made by BASF in its sole and absolute discretion. If it is discovered by BASF (using any evidence or other information made available to or otherwise discovered by BASF) that any Eligible Participant (or any person or entity purporting to be an Eligible Participant) has attempted to use multiple names, multiple identities and/or any other means not expressly sanctioned by these Terms to participate in or disrupt this Offer, then he/she may be disqualified from the Offer in the sole and absolute discretion of BASF.
8. **Notification and Confirmation:** If an Eligible Participant has been deemed by BASF, in its sole and absolute discretion, to be eligible to qualify for the Offer and to receive a Rebate, then the Eligible Participant may be notified by a representative of BASF. If an Eligible Participant: (i) cannot accept (or is unwilling to accept) the Rebate for any reason; and/or (ii) is determined to be in violation of BASF's interpretation of the letter and/or spirit of these Terms (all as determined by BASF in its sole and absolute discretion); then the Rebate shall, in the sole and absolute discretion of BASF, be forfeited in its entirety and the Eligible Participant will be disqualified from participating in the Offer.
9. **General Conditions:** The Offer qualifying acre quantities will be calculated using the following label rates:

Qualifying Products	Acres / Case
CARAMBA	40
COTEGRA	80
HEAT WG	640
HEAT LQ	80
LANCE	40
LANCE AG	50
NEXICOR	80
DYAX	120
PRIAXOR	160
TWINLINE	80

10. Rebate cheques with a value of less than \$100 CDN will not be processed.
11. Please allow a minimum of eight (8) weeks for the Rebate to be received from the time the Data is sent to BASF by a retailer. All Data is subject to verification and will be considered void if it cannot be verified to the complete satisfaction of BASF. The Rebate must be accepted as awarded and is not transferable or assignable. No substitutions, except at BASF's option. Without limiting the generality of the foregoing, BASF reserves the right, in its sole and absolute discretion, to substitute the Rebate or a component thereof with a reward of equal or greater retail value.
12. This Offer is subject to all applicable federal, provincial and municipal laws. Void where prohibited or restricted by law. The decisions of BASF with respect to all aspects of this Offer are final and binding on all Eligible Participants without right of appeal.

13. BASF Canada Inc., its parent companies, associated and affiliated companies, suppliers, advertising/promotion agencies and any other entity involved in the development, production, administration or fulfillment of the Offer, and each of their respective officers, directors, employees, agents, representatives, successors and assigns (collectively, the “**Released Parties**”) will not be liable for: (i) any late, lost, misdirected, delayed, incomplete, incompatible or misdirected Data and/or other information (all of which is void); (ii) any failure(s), malfunction(s) or other problem(s) of any nature whatsoever; (iii) the failure of any order, purchase transaction, Data and/or other element(s) of this Offer to be received, captured or recorded for any reason whatsoever; (iv) anyone being incorrectly and/or mistakenly identified as a Rebate recipient or eligible Rebate recipient; and/or (v) any combination of the above.
14. BASF reserves the right, in its sole and absolute discretion, to withdraw, suspend or amend this Offer in any way, or to amend these Terms in any way, without prior notice or obligation, in the event of: (i) any cause beyond the reasonable control of BASF that interferes with the proper conduct of this Offer as contemplated by these Terms, including, without limitation, any error, problem, tampering, unauthorized intervention, fraud or failure of any kind whatsoever; (ii) any accident, printing, administrative, or other error of any kind; and/or (iii) for any other reason that BASF deems necessary, in its sole and absolute discretion, to ensure that this Offer is conducted in accordance with BASF’s interpretation of the letter and spirit of these Terms. Any attempt to undermine the legitimate operation of this Offer in any way (as determined by BASF in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, BASF reserves the right to seek remedies and damages to the fullest extent permitted by law.
15. BASF reserves the right, in its sole and absolute discretion, to require that an Eligible Participant sign BASF’s form of declaration and release form prior to being confirmed as the recipient of the Rebate.
16. By participating in this Offer and accepting the Rebate, each Eligible Participant (i) confirms compliance with these Terms; (ii) acknowledges acceptance of the Rebate (as awarded); and (iii) releases the Released Parties from any and all liability in connection with this Offer, the Eligible Participant’s participation herein and/or the awarding and use/misuse of the Rebate or any portion thereof.
17. If an Eligible Participant who is eligible to receive the Rebate is deemed to be in violation of these Terms (as determined by BASF in its sole and absolute discretion), then the Eligible Participant may, in the sole and absolute discretion of BASF, be disqualified (and, if disqualified, will forfeit all rights to the Rebate).
18. BASF reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Offer mechanics stipulated in these Terms, to the extent deemed necessary by BASF, for purposes of verifying compliance by any Eligible Participant or other information with these Terms, or as a result of any problems, or in light of any other circumstances which, in the opinion of BASF, in its sole and absolute discretion, affect the proper administration of the Offer as contemplated in these Terms, or for any other reason.
19. In the event of any discrepancy or inconsistency between the terms and conditions of these Terms and disclosures or other statements contained in any Offer-related materials and/or any instructions or interpretations of these Terms given by any representative of BASF, the terms and conditions of these Terms shall prevail, govern and control to the fullest extent permitted by law.
20. By participating in this Offer, each Eligible Participant expressly consents to BASF, its agents and/or representatives, storing, sharing and using any personal information submitted for the purpose of administering the Offer and in accordance with BASF’s privacy policy (<https://www.basf.com/en/tools/legal/dataprotection.html>). This section does not limit any other consent(s) that an individual may provide to BASF or others in relation to the collection, use and/or disclosure of their personal information.
21. BASF reserves the right, in its sole and absolute discretion, to take whatever measures or actions it deems necessary to help ensure that the Offer is administered in accordance with BASF’s interpretation of the letter and spirit of these Terms. **ANY INDIVIDUAL OR ENTITY DEEMED BY BASF AT ANY TIME TO BE IN VIOLATION OF BASF’S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE TERMS FOR ANY REASON WHATSOEVER IS SUBJECT TO DISQUALIFICATION IN THE SOLE DISCRETION OF BASF.**

22. The invalidity or unenforceability of any provision of these Terms shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Terms shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.
23. To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Terms or the rights and obligations of Eligible Participants, BASF or any of the other Released Parties in connection with the Offer will be governed by and construed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) these Terms or relating to this Offer.

**Caramba**<sup>®</sup>  
Fungicide

**Cotegra**<sup>™</sup>  
Fungicide

**Dyax**<sup>™</sup>  
Xemium<sup>®</sup> Fungicide

**Heat**<sup>®</sup>  
Powered by **Kixor**<sup>®</sup> Herbicide

**Heat LQ**<sup>®</sup>  
Powered by **Kixor**<sup>®</sup> Herbicide

**Lance**<sup>®</sup>  
Fungicide

**Lance AG**<sup>®</sup>  
Fungicide

**Nexicor**<sup>™</sup>  
Xemium<sup>®</sup> Fungicide

**Priaxor**<sup>®</sup>  
Xemium<sup>®</sup> Fungicide

**Twinline**<sup>®</sup>  
Fungicide

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