

SB008-2023

To: All Canadian Bourgault Dealers
Attn: Dealer Principals, Salespeople and Marketing

April 04, 2023

From: Jackie Rheaume
Subject: Summer 2023 SEEding is Believing & Proseed Events

SAVE THE DATES!

This summer, we will be changing the format of our SEEding Is Believing and ProSeed events as per below:



SEEding Is Believing July 18th – 20th:

- Our field demonstrations will be held during the Ag In Motion show, in Langham, SK.
- We are planning to host 2 demos per day during show hours.
- This will give you the opportunity to invite your customers to come to the show and our demo event to take in a full demonstration of the following:
 - 3335-66' ParaLink Dual Shank opener on 10" spacing, MRB® IDs, 5.0" VU packers, AccuSet™, Hi-Flotation, PackMaster™, full-run AgTron Blockage with a 91300 I series cart with Saddle Tank, Bulk Boom, Fill Chute, and TriMax™.
 - CD872 Frame Mounted Seeder™ with ParaLink Row openers on 10" spacing, MRB® III's with retaining wheels, 4.5" V-packers.
- Please Note: No field demonstrations will be held in St. Brieux.



ProSeed July 20th - 21st:

We will be hosting our ProSeed event at Dakota Dunes Resort and Casino, July 20th and July 21st. The draft agenda is as follows:

Thursday, July 20th

- Morning – optional attendance at SEEding Is Believing demo, at the Ag In Motion show.
- Noon - Our official ProSeed event will start around noon with registration and lunch at Dakota Dunes.
- Afternoon - Transported to the Moon Lake Golf and Country Club for an afternoon of golf. Those that do not wish to golf will be able to enjoy the Dakota Dunes Resort.
- Late Afternoon - return to Dakota Dunes for cocktails and a buffet supper. (Casual)
- Evening - Presentations for the Top Sales and Service awards followed by a social evening.
- Ladies program will be hosted in the afternoon with an Italian themed cruise on The Prairie Lily.

Friday, July 21st

- AM – breakfast followed by our equipment and agronomy presentations.
- Noon – end with lunch.

Another bulletin will be sent out at a later date with full details and the registration link!!

Sincerely,

A handwritten signature in black ink, reading "Jackie Rheaume".

Jackie Rheaume

MARKETING PROMO AND EVENTS MANAGER