



Kelly Engineering Demonstration Program

New/ prospective demonstration program

Kelly Engineering will bring a unit to your dealership, freight free for demonstration to prospective leads within your dealerships AOR. In some instances, the dealer will be responsible for set up or partial assembly. These demonstrations will be attended by a Kelly territory manager to facilitate the best setup and operation. All end users who attend and the dealer registers with Kelly Engineering will be eligible for a \$300 rebate if a unit is purchased within the following twelve (12) months from demonstration.

Existing dealer demonstrations

Stocking dealers are eligible for a \$200 rebate on documented demonstrations up to five times per season. Dealer is to provide Kelly with a completed demonstration form and a credit will be issued to the dealer's account. To be eligible a Kelly territory manager is to be notified prior to each demonstration.

Kelly Days

Stocking dealers are encouraged to host a Kelly Harrows Diamond Days. This is an event sponsored by your dealership and Kelly Engineering to focus on A level prospective end users in your AOR. In combination the dealer and Kelly will prepare an invitation list that will be sent at Kelly expense.

The dealer will provide a location that can be used that will have attendees scheduled in the late morning and early afternoon with a Kelly provided lunch between. This will enable two targeted demonstration times and if needed could done on back-to-back days to facilitate a larger turn out. Kelly will also provide gifts to each invited, eligible attendee. Furthermore, Kelly will provide rebates on future purchase for those attending.

