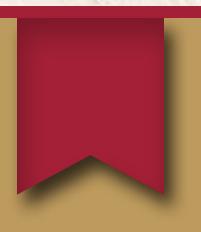


## **Attendee Event Packet**

- Venue Information
- Event Agenda
- Exhibiting Vendor List
- Savings Safari



## THE SCHEDULE

#### Wednesday - February 21, 2024

8:00 AM Event opens to attendees

8 - 9:00 AM Light Breakfast

10:00 AM Morning Seminar sessions

12:00 PM Lunch & Learn

2:00 PM Afternoon Seminar sessions

4:00 PM Vendor & Door Prize Giveaway Drawings

5:00 PM **Evening Social Hour** 6:00 PM **Evening Banquet** 8:00 PM **Post-Event Reception** 

#### Thursday - February 22, 2024

8:00 AM Early Riser Breakfast served 9:00 AM **Customer Consultation Meetings** 

11:00 AM **Event closes** 

#### Kilimanjaro Ballroom Complex

Welcome to one and all! Registration officially opens. Light pastries and coffee provided for early risers! Seminars will be held booth-side throughout the event. Expand your knowledge while fueling up for the rest of the day.

Get your entries in before 4 PM to have a chance at an amazing prize! Keep conversations going over hors d'oeuvres and cocktails (or mocktails). The dinner bell is ringing! Enjoy a hearty meal with vendors and AAH staff. For those who want to socialize and keep the evening going.

#### Kilimanjaro Ballroom Complex

Start the day with a tasty plate of breakfast favorites.

Need time with your Sales Rep or a certain vendor? This is the time to connect! AAH staff can help answer questions, finalize orders, confirm details and more. Thank you for attending!

## THE VENUE



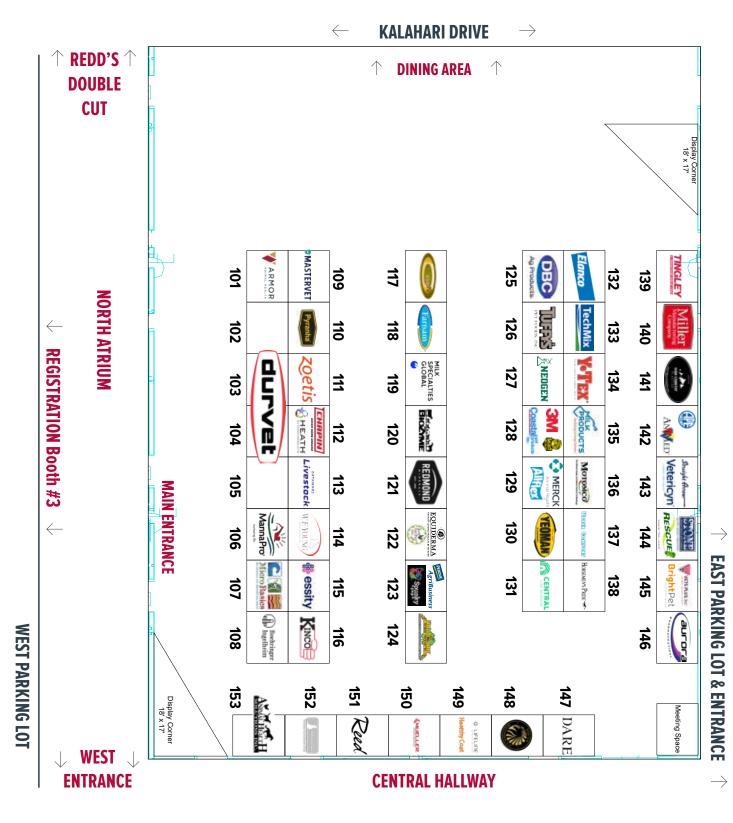
1305 Kalahari Dr Baraboo, WI 53913 877.525.2427



**HWY 90/94** 

**EAST PARKING LOT & ENTRANCE** 

**WEST PARKING LOT** 



#### **PARKING**

Attendees should park in the *West Parking Lot*, outside of Redd's Piano Bar and Double Cut. Overflow parking is also available in the *East Parking Lot*. Guests parking in the East Parking Lot will enter through the *East Entrance* and proceed west past the *African Ballroom Foyer*, through the *Central Hall*, and turn right into the *North Atrium*.

#### **REGISTRATION**

Attendees should check-in at Registration Booth #3 before entering the Kilimanjaro Ballroom. AAH Staff will provide attendees with event materials, including name tags, and provide any further details for attendee's event experience.

## **BOOTH-SIDE CHATS**

#### Wednesday - February 21, 2024

#### **Kilimanjaro Ballroom Complex**

Looking to expand your business knowledge, get trending information or generate new merchandising ideas to take back to your business? AAH will be hosting Booth-side Chats starting at 10 AM and 2 PM at various areas on the show floor covering a range of topics! Some chats may be offering exclusive giveaways just for attending; plan your learning and don't miss out!

#### Social Media ROI

Tiffany Van Buren, AAH Marketing Specialist Armor Animal Health Booth Digital marketing is essential in today's market. Learn about best practices and get ideas to implement in your business.

#### **Put Your Profits On Display**

Haley Rogers, AAH Sales Effectiveness Leader Display Corners Learn how to maximize displays in your business and strategize for maximum ROI.

#### **Precise Merchandising**

Carly Bailey, Durvet Regional Sales Manager Durvet Booth

Get insight into customer psychology and how you can use shopper habits to your advantage when planning your planograms.

# WHERE'S THE BUZZ?

#### Wednesday - February 21, 2024

#### **Kilimanjaro Ballroom Complex**

2024 is going to be buzz-worthy! Get the exclusive inside-track on top products and new brands. AAH makes it easy; find the yellow 'Buzz' balloons at vendor booths throughout the show floor and learn about the products, lines and vendors that can help you generate 'buzz' in your business! Find the 'Buzz' at the following booths:

Animal Health Solutions, Inc.

Biozyme

BrightPet Nutrition

Central Life Sciences

Compana

DBC AG

Durvet Elanco

Equiderma

Farnam

Fresh Eggs Daily Grub's Boots USA

Horseman's Pride

Innovacyn

**Redmond Minerals** 

Microbasics

Pyranha

Tuffy's Pet Foods

WF Young



# Welcome and thank you for joining us at the Spring 2024 Dealer Buying Event! The Armor Animal Health team hopes you enjoy your time in the Wisconsin Dells.

We're here to help you make the most out of this event. Below is everything you need to know about placing event orders. If you have any questions, please see your AAH Sales Representative or any AAH team member at the AAH booth or registration table.

# COMPLETED EVENT ORDER FORMS MUST BE SUBMITTED NO LATER THAN 12 PM ON THURSDAY, FEBRUARY 22, 2024.

- The **Event Program** contains a full listing of booths and brands featured at the event.
- Earn cash backs, rebates and free products for each qualifying order you place with participating manufacturers. See their programs and order forms for specific details. The first ship date for items ordered from the buying event is March 1, 2024.
- Place orders using the designated order forms.
   Order forms can be found at individual vendor booths. Order forms for vendors not in attendance can be found in your Event Packet.
   Vendors and AAH staff can assist you in earning applicable show specials, rebates and/or cash back deals. When you've completed an order form, please turn that form into the specific vendor. AAH will collect order forms for vendors not in attendance.
- Record the number of units you would like delivered in the month columns listed on the order forms. Be clear when placing your orders with vendors whether you are ordering "eaches" or "cases". While many items are sold by "each", there are specific items sold by the "case" only. When ordering case quantities, please write "cs" behind the unit. Shipping begins in March.
- Your **AAH Sales Representative** can help you identify new items that may help generate interest and sales in your store.

- Some vendors will be offering cash or gift cards right at their booth. After May, your purchases will be reviewed for additional rebates and free items per vendor-provided guidelines.
- You can place orders for non-stock items. We classify these as "Special Orders" and they must be placed in full case quantities. Other minimum vendor requirements may apply. Special order items are non-refundable. Drop ship and special order items are subject to vendor handling and shipping charges.
- Dealers who are on route delivery can expect March orders on their next delivery truck unless otherwise specified. Our sales team will contact you prior to delivering the order.
- All prices and product availability are subject to change without notice. Orders and terms are subject to credit approval and acceptance by Armor Animal Health. Either the vendor or AAH will notify you of any changes.

#### Name Tags

Please wear your name tag at all times when inside the tradeshow. This helps us identify who is meant to be at the event and who is not.

#### **Customer Survey**

Your feedback is invaluable to us. Fill out the post-event survey included in your Event Packet to let us know about your event experience and partnership with AAH to help us make future experiences even more amazing.

# MASTERVET®

### VETERINARIAN APPROVED







#### **Cal-Max Calcium Bolus**

Formulated for immediate and sustained release of calcium for dairy cows 24 ct (#29499) | 48 ct (#29500)

The latest offering from Mastervet! Cal-Max calcium boluses are guaranteed to contain between 42-48g of calcium and contains calcium chloride and calcium sulphate. Give one bolus prior to or immediately after calving and an additional bolus 12-24 hours later. Cal-Max calcium boluses feature rounded ends with a smooth coating for optimal administration.



### **Mastervet® Lick Tubs**

There's a Mastervet® Lick Tub for every stage of your herd.

\***NEW**\* Herd-Master 20<sup>™</sup> | 200 lb (#29199)

\***NEW**\* Herd-Master 30<sup>™</sup> | 200 lb (#29200)

Lacto-Max<sup>™</sup> | 200 lb (#28227)

Heifer-Max<sup>™</sup> | 200 lb (#28229)

Calf-Master™ | 50 lb (#28226)

Dry-Max<sup>™</sup> | 200 lb (#28228)

From all classes of beef cattle, to specialized options for lactating cows, dry cows, heifers and calves, the Mastervet® Lick Tub line has a carefully designed and formulated solution for everyone. The inclusion of the proprietary microencapsulated enzyme package BovaZyme® in select tubs helps drive nutritional and digestive goals needed in each stage of your herd's production cycle.



Scan this code to view the full line of Mastervet solutions







### **Mastervet® Fluids**

Satisfy your fluid needs with a range of affordable options from Mastervet®

Calcium Gluconate 23% | 500 mL (#27368)

**®** CMPK | 500 mL (#27369)

Dextrose 50% | 500 mL (#13102)

Mypertonic Saline 7.2% | 1000 mL (#27370)

® Sterile Water 250 mL (#37378) 500 mL (#27403) 1000 mL (#27372)

The right fluid is essential for every operation. Mastervet® keeps producers covered with a wide variety of fluid options in economical sizes. Mastervet® fluids are bottled in easy-to-use recyclable plastic to ease storage and administration.

### **Popular Mastervet® Products**

i opulai mastervet	1 Todacts
Bird Brunch Bird Seed	10 lb (#26751)
Bird Brunch Bird Seed	20 lb (#38025)
Bird Brunch Bird Seed	40 lb (#38026)
Drench Mix	50 lb (#24616)
Fresh Charger Gel	Tube (#14691)
Fresh Charger Gel	Caps (#18664)
Hoof Glue Gold	210 mL (#27028)
Hoof Glue Silver	210 mL (#26210)
Master Mint Udder Spray	500 mL (#23259)
Master Mint Udder Cream	500 mL (#14849)
Replenish Electrolyte	3 lb (#18557)

Replenish Electrolyte

Forage Booster 48

Forage Booster 48

Navel Shield 7

25 lb (#17386)

15 gal (#24469)

50 lb (#18657)

400 gm (#18656)





#### **Stop By Our Booth To Check Out Our New Products!**

To learn more and get assistance in building your

Paul Nuttelman: WI, MN, IL, IA, MI-UP and I-29 in SD 717-406-8311

> Taylor Wolfe: NY, PA, MD, WV, DE, NJ, RI, CT, MA, ME, NH, VT

> 717-283-5220 David Mathes: IN, MI, OH, KY, ND, PR 717-951-8520

#### **Help Your Poultry & Waterfowl Customers Raise Healthy, Happy Birds!**

All-natural Backyard Chicken® Health pack help your backyard growers raise healthy birds and wholesome food for their families.

Oxy E-100 - Sanitizes water, helps reduce pathogen exposure and cleans up biofilm in waterers.

HealthyFlock® Tabs – Helps maintain normal digestive health and supports a functioning immune system

Zyfend° A – Supports digestive health with enzymes, essential oils and yucca schidigera

In addition to the normal Bonus Bucks on all brands at the booth, earn an extra 4% in Bonus Bucks back on all **Backyard Chicken products** 

Check out our show page for additional ways to earn Bonus Bucks on DBC Ag Products\*, KAUFFMAN'S\* Premium Equine and Fortitude<sup>®</sup> Canine brands! Earn an extra 4% Bonus Bucks on Integri-Hoof<sup>™</sup>, Hydromax<sup>™</sup> Paste, Calming Pellets<sup>™</sup>, Vitamin E & Selenium Pellets, Flex Steps<sup>™</sup> Pellets and Powder, Fortitude<sup>®</sup>

Visit us at Booth 125 to learn more, including how orders can earn you cash!





Ag Products. A division of Daniel Baum Company, Inc. 1383 Arcadia Rd. Ste 102 Lancaster PA 17601 717-509-5724 | dbcagproducts.com | info@danielbaumco.com



# BUY FIVE



#### PRE-FLY CHECKLIST



\$25 BACK FOR EVERY \$400 PURCHASED OF ELIGIBLE ITEMS

#### **PLANOGRAMS**





FREE SHIPPING INCLUDED!









**QUALITY TOOLS SINCE 1929** 



**Booth** #130



### **Booth #120**





## **QUALITY HOOF WRAP**

Clean & Easy Tear | WI-Based Company

Come see us at our booth to learn more and get exclusive event-only special offers!





Special offe Take advantage of this special offer during the show! **Armor Spring Buying Show** February 20-22, 2024 Rebate will be offered in the form of a check from Elanco.

#### \$35 rebate on every \$1,000 purchase of select in-stock Elanco products.

- · All Component® SKUs
- · All Component® with Tylan® (trenbolone acetate and estradiol and tylosin tartrate implants) SKUs
- · Component® with Tylan® E-C (progesterone and estradiol benzoate and tylosin tartrate implants)
- Compudose<sup>®</sup>
- · Encore®

#### **Anti-Infectives**

- · Micotil® (tilmicosin injection)
- · Tylan® Injection (tylosin)
- · Baytril® 100 (enrofloxacin) injection · Increxxa™ (tulathromycin injection)
- · Loncor® (florfenicol)
- · Zelnate® DNA Immunostimulant

#### **Cattle Vaccines**

- Bovine Pili Shield®
- Fusogard®
- Lepto Shield
- Master Guard®
- NUPLURA® PH NUPLURA® PH+
- · Pinkeye Shield® XT4
- ReproSTAR® L5 HB and VL5 HB
- · Somnu Shield®
- · All Titanium® SKUs · Vib Shield® Plus L5
- · All Vira Shield® SKUs

#### **Ear Tags**

- · Corathon®
- · Cylence® Ultra Insecticide Cattle Ear Tag
- Patriot™ Cattle Insecticide Cattle Ear Tag

Rebate check provided upon validated purchase.

#### Insecticides Agita® 10 WG

- Beetle Shield® 6
- Catron® IV
- Clean-Up™ II Pour-On Insecticide with IGR
- Conquest™ Insecticide
- All Co-Ral® SKUs
- CyLence® Ultra Pest Control Concentrate
- CyLence® Ultra Premise Spray
- CyLence® Pour-On Insecticide
- · Elector® PSP
- · Neporex® 2 SG · All Permectrin® SKUs
- · All QuickBavt® SKUs
- · Rabon® 50 WP Insecticide

#### Cydectin® (moxidectin)

- · Injectable
- Oral Drench

Offer exclusive to only listed products.
See an Elanco representative for questions regarding product eligibility. Offer is exclusive to on-site purchases made during the Armor Spring Buying Show and validated by the distributor prior to rebate being issued.

#### The labels contain complete use information, including cautions Always read, understand and follow the labels and use directions.

Always read, understand and foliow the labels and use airection Mcooll (lithinois) injection) is indicated for the treatment of bovine respiratory disease (BRD) associated with Mannheimia haemolytica, Pasteurella multocida and Histophilus somni, and for the control of respiratory disease in cattle at high risk of developing BRD associate with Mannheimia haemolytica.

#### IMPORTANT SAFETY INFORMATION

MENORATION SAFETY INFORMATION
Before using this product, it is important to read the entire product insert, including the boxed human warning. Caution: Federal law restricts this drug to use by or on the order of a licensed veterinarian. Not for human use: Injection of this drug in humans has been associated with fatalities. Keep out of reach of children. Administer only with a tube-fed safety syringe. Do not use in automatically power of syringes or other delivery devices. Exercise extreme caution to avoid accidental self-injection. In case of human injection, consult a physician immediately and apply ice or codf pack to injection site while avoiding direct contact with the skin. Avoid contact with eyes. Always use proper drug handling procedures to avoid accidental self-injection. Consult your veterinarian on the safe handling and use of all injectable products prior to administration. For use in cattle or sheep only, injection of this antibiotic has been shown to be fatal in swine and non-human primates, and may be fatal in horses and goats. Do not use in female dairy cattle 20 months of age or older. Use in lactaing dairy cattle or sheep may, leaves make its lactain to sheep reported: in cattle injection site swelling and inflammation, lameness, colleges, anaphylaxist park anaphylaction feactions, decreased food and water consumption and death. Micotil has a pre-slaughter withdrawalt lime of 42 days.

Zelhate is based on technology developed by Juvaris BioTherapeutics and is patent protected. Animal health applications are being developed exclusively under the rights of Elanco and are protected by patents.

Baytril, QuickBayt and Loncor are sold by Elanco or its affiliates and are not Bayer products. The Baytril and Loncor trademarks are owned by Bayer and used under license.

Agita, Beetle Shield, Bovine Pili Shield, Catron, Clean-Un, Component Agita, Beetie Shield, Bovine Fili Shield, Catron, Ciean-Up, Component, Compudose, Conquest, Co-Ral, Corathon, Cydectin, CyLence, CyLence Ultra, Elector, Encore, Fusogard, Increxxa, Lepto Shield, Loncor, Master Guard, Micotil, Neporex, NUPLURA, Patriot, Permectrin, Pinkeye Shield Babon, ReproSTAR, Scour Bos, Somnu Shield, Titanium, Tylan, Vib Shield, Vira Shield, Zelnate, Elanco and the diagonal bar logo are trademarks of Elanco or its affiliates. ©2023 Elanco or its affiliates. PM-US-23-2405

**Booth #131** 



# MILK **SPECIALTIES GLOBAL**



# **ALL ONE HERD**

Visit the booth to learn more about special tradeshow pricing on select Milk Specialties products and pallet pricing programs for Armor Animal **Health customers!** 



**Booth #119** 



### IT'S ALL IN THE NAME **LET US INTRODUCE YOU**

#### **DAVID FOSTER** FOUNDER AND CREATOR OF GRUBS BOOTS



Eight generations of our family have been crafting the finest sports footwear since 1776. Joe Foster, my great grandfather, handmade shoes for the Olympic stars of 1924. My Father and Uncle founded Reebok and I was part of the team that created the iconic aerobic and fitness shoes the company is renowned for. The technology you find in Grubs Boots I learned from my family business at Reebok. My wife, Jan and I created the neoprene revolution in sports and agricultural boots back in 2000. At Grubs® our tradition guides us to provide you with the most comfortable performance footwear available today.

DISCOVER THE DIFFERENCE #WAT

### **Booth #134**



#### SAV-A-FOAL™ FOAL MILK REPLACER

- Closely resembles the protein/fat balance found in mare's milk
- Designed to support digestibility and performance
- Contains essential vitamins and minerals to support growth in newborn foals
- · Palatable formula encourages intake
- Resealable pail to help maintain freshness during storage



Pre-order your shipment today! Stop by the booth to learn about all the great items from Milk Products!

Pallet pricing also available.



# Farnam

Now Available at





**Booth #118** 

# EARN UP TO \$1,000 CASH BACK

ON NEW AND FAVORITE BRANDS





Visit the booth to learn about eligible products and cash-back opportunities!

**Booth #114** 



### VENDOR GIVEAWAYS

#### Wednesday - February 21, 2024

Select vendors will be offering a bonus giveaway during the event! You must enter for these giveaways at the specific vendor's booth. They will have further details on how to qualify for their giveaway. Vendor giveaways will be drawn for starting at 4 PM on Wednesday, February 21. You must be in attendance to win! Look for the prize icon on the Savings Safari sheet to see which vendors are offering giveaways.

## **GRAND PRIZE GIVEAWAY**

Wednesday - February 21, 2024



Armor Animal Health, Premium and Supporting Event Sponsors have joined together to provide a fabulous assortment of giveaways for attendees! Grand Prize giveaway drawings will start during the Evening Banquet and continue through the Post-Event Reception. Entries will be randomly drawn until all giveaways have been spoken for. Stop by the Prize Table next to the Main Entrance to see all prizes available and place your entries! The Savings Safari sheet on the back of this program counts as your initial entry and must be received by 5 PM. Every qualifying order placed with a vendor will count as one additional entry. Additional entries must be placed by 7 PM. Attendees do not need to be present to win.

# to our Vendor & Manufacturer Partners

# Premium Sponsors







MILK SPECIALTIES GLOBAL



# Supporting Sponsors

ANNUSO LIFELINE
Biozyme
Microbasics
Mueller Sports Medicine

Boehringer-Ingelheim
Essity
Milk Products, Inc.
Yeoman & Company

# Exhibiting Vendor Partners

3M Animal Health
Animal Health Solutions, Inc.
Agri-Pro Enterprises
AniMed
Aurora Pharmaceutical
Bright Pet
Central Life Sciences
Chapin Manufacturing
Coastal Pet
Compana Pet
DARE Products
Datamars

Equiderma
Equus Magnificus
Farnam
Fresh Eggs Daily
Finish Line Horse Products
Healthy Coat
Heath Manufacturing
High Country Plastics
Horseman's Pride
Grub's Boots USA
Innovacyn
KenAg

KINCO Gloves
Merck Animal Health
Allflex
Miller Manufacturing
Motomco
Neogen
Perdue Agribusiness
Pyranha
Redmond Minerals
REED Footwear
RESCUE!
Schwartz Manufacturing

Select the Best
Spunky Pup
Stone Manufacturing
Straight Arrow
Tingley Protective Footwear
TechMix Global
Tuffy's Pet Foods
Udder Comfort
Vet's Plus
WF Young
Y-TEX
Zoetis

# SAVINGS SAFARI

# HOW IT WORKS

Join the Spring Dealer Buying Event on Wednesday, February 21 starting at 8 AM in the Kilimanjaro Ballroom Complex

• • •

Visit every vendor booth to find their special deal, hot buy, new product or classic line.

• • •

Once found, write down the specific takeaway from the booth and the vendor will sign your Savings Safari Sheet.

•••

Once you've gotten every signature, add your name and turn into AAH Registration by 5 PM as your entry into the AAH evening giveaway!

# **BONUS ENTRIES**

If you place an order with a vendor, they will add a star to their signature.

Stars earn ONE ADDITIONAL ENTRY each into the evening giveaway! Entries must be placed by 7 PM.

# **RULES**

- One Savings Sheet per account
  - Need not be present to win
- Must follow minimum order requirements to qualify for additional entries

# **SHIPPING**

If you win a giveaway prize too large to take home with you, please speak to AAH staff. We will help coordinate shipping to your preferred address.

# SAVINGS SAFARI

Vendor	Savings	Signature	
Essity			0
Agri-Pro Enterprises			1
AniMed			-
BrightPet Nutrition			1
High Country Plastics			
<b>t</b> Vetericyn			
Miller Manufacturing			
RESCUE!			
Stone Manufacturing			
Straight Arrow			
Vet's Plus			ķ
<b>B</b> oehringer-Ingelheim			0
Aurora Pharmaceutical			1
KenAg			
Central Life Sciences			
Compana Pet			
DARE Products			
3M Animal Health			
Coastal Pet			N
Select the Best			4
BBC AG Products			
Durvet			
Elanco			- 1
Equus Magnificus			
Farnam			
Biozyme			
<b>Equiderma</b>			
Fresh Eggs Daily			
Milk Specialties Global			
Perdue Agribusiness			
Redmond Minerals			Н
Spunky Pup			
Finish Line Horse Products			
Grubs Boots USA			
Chapin Manufacturing			Г
Heath Manufacturing			
Horsemen's Pride			L

Vendor	Savings	Signature
LIFELINE		
Healthy Coat		
Merck Animal Health		
Allflex		
<b>Microbasics</b>		
Milk Products, Inc.		
Motomco		
Mueller Sports Medicine		
<b>ii</b> Neogen		
Pyranha		
REED Footwear		
KINCO Gloves		
Schwartz Manufacturing		
TechMix Global		
Tingley Protective Footwear		
Tuffy's Pet Foods		
Udder Comfort		
# WF Young		
Yeoman & Company		
Y-TEX		
Zoetis		
Animal Health Solutions, Inc.		

Giveaway Opportunity at Vendor Booth

Submit completed sheet with signatures and stars by 5 PM.

AAH will provide entry slips for the giveaway prizes.

Entries for prizes must be placed by 7 PM.

	Entry #1
Total Entries:	