

# Cattle First **Rewards**

Strategic Veterinarian Rebate Program

Earn a  
**DOUBLE  
REBATE**  
in 2019



# Cattle First **Rewards**

## Strategic Veterinarian Rebate Program

**Eligible Customers:** Veterinarians

**Program Timing:** January 1 – December 31, 2019

Rebate tiers are as follows: Tier 1 – \$20,000 earns 3%; Tier 2 – \$50,000 earns 4%; and Tier 3 – \$100,000 earns 5%. Growth rebates are earned with purchase volumes increased by 10% over previous year, and rebate values are only honored on growth dollars. There are three tiers: Tier 1 – 6%, Tier 2 – 8% and Tier 3 – 10%.

**Bar-Vac and Caliber are Volume Builders**

	Tier 1 \$20,000	Tier 2 \$50,000	Tier 3 \$100,000
<h3 data-bbox="279 745 685 802">Eligible Products</h3> <ul style="list-style-type: none"> <li>Alpha-7<sup>®</sup></li> <li>Bio-Mycin<sup>®</sup> 200 <small>(oxytetracycline injection)</small></li> <li>Bovikal<sup>®</sup></li> <li>Dry-Clox<sup>®</sup> <b>Rx</b> <small>(cloxacillin benzathine)</small></li> <li>Express<sup>®</sup> FP</li> <li>Express<sup>®</sup></li> <li>Polyflex<sup>®</sup> <b>Rx</b> <small>(ampicillin for injectable suspension)</small></li> <li>PolyMast<sup>™</sup> <b>Rx</b> <small>(netacillin potassium)</small></li> <li>Presponse<sup>®</sup></li> <li>Pyramid<sup>®</sup></li> <li>Pyramid<sup>®</sup> + Presponse<sup>®</sup> SQ</li> <li>Synanthic<sup>®</sup> <small>(oxfendazole)</small></li> <li>ToDAY<sup>®</sup> <small>(cephapirin sodium)</small></li> <li>ToMORROW<sup>®</sup> <small>(cephapirin benzathine)</small></li> <li>Triangle<sup>®</sup></li> <li>TrichGuard<sup>®</sup></li> <li>Products by Merial</li> <li>Cystorelin<sup>®</sup> <b>Rx</b> <small>(gonadorelin)</small></li> <li>Eprinex<sup>®</sup> <small>(eprinomectin)</small></li> <li>Ivomec<sup>®</sup> Pour-On <small>(ivermectin topical solution)</small></li> <li>J-VAC<sup>®</sup></li> <li>Lockout<sup>™</sup></li> <li>LongRange<sup>®</sup> <b>Rx</b> <small>(eprinomectin)</small></li> <li>Synchsure<sup>™</sup> <b>Rx</b> <small>(cloprostendol sodium)</small></li> <li>Zactran<sup>®</sup> <b>Rx</b> <small>(gamithromycin)</small></li> </ul>	<h3 data-bbox="831 1564 1026 1732">3% Rebate</h3> <p data-bbox="852 1753 1006 1837">on purchases when you reach \$20,000</p>	<h3 data-bbox="1058 1270 1253 1438">4% Rebate</h3> <p data-bbox="1079 1459 1234 1543">on purchases when you reach \$50,000</p>	<h3 data-bbox="1286 976 1481 1144">5% Rebate</h3> <p data-bbox="1307 1165 1461 1249">on purchases when you reach \$100,000</p>

**Rx** Federal law restricts this drug to use by or on the order of a licensed veterinarian.

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## **GENERAL PROGRAM RULES:**

- Must be enrolled in 2019 Annual Strategic Veterinarian Program (SVP) to participate.
- Only Strategic Veterinarian Program (SVP) participants with cumulative annual purchases totaling \$20,000 or higher will receive designated rebates on qualifying Boehringer Ingelheim (BI) and Merial cattle products.
- Annual program rebates will be paid monthly once purchases total \$20,000 or higher.
- Veterinarians must agree to provide BI and Merial products to only those customers within their areas of trade. Guidelines governing this program are outlined in the Strategic Veterinarian Enrollment Agreement.
- BI and Merial's pricing policy states that BI and Merial, for unilateral business reasons, will reserve the right to terminate their business relationship with anyone who advertises or sells BI and Merial products at a price below the suggested producer resale price or minimum advertised price.
- This promotional-incentive rebate is offered for sales in support of BI and Merial's independently driven business plan. Rebate requests may require resale information to verify rebate eligibility.
- Sales to other channel resellers disqualify a veterinarian's eligibility for all rebates.
- BI and Merial reserve the right to end or modify the program, in whole or in part (including the removal or addition of products or product lines), at any time without notice.
- Veterinarians enrolled by a BI representative after May 31, 2019, will start earning rebates beginning the first of the month following enrollment.
- If a veterinarian qualifies for other BI or Merial special pricing, that product counts as a volume builder and is not eligible for a 2019 rebate.
- Rebate checks will only be issued for amounts over \$25.
- BI and Merial cattle-branded products not listed count as volume builders.

## **10% TOTAL-GROWTH GOAL:**

- Increase total BI and Merial cattle product purchases by 10% over 2018 purchase history, and earn an additional rebate on the 2019 purchase growth.
- If veterinarian accounts do not have a 12-month prior history, BI will establish a growth goal.
- The 2019 growth goal is calculated from actual 2018 sales.



Cattle First.

Merial is now part of Boehringer Ingelheim.

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