

# Cattle First Rewards

## Annual Strategic Veterinarian Program



**Eligible Customers:** Veterinarians  
**Program Timing:** Jan 1 – Dec 31, 2020

# GROW GET 10%

### Eligible Products

- Alpha™
- Bio-Mycin® 200  
(oxytetracycline injection)
- Bovicalc®
- Cystorelin® **Rx**  
(gonadorelin)
- Dry-Clox® **Rx**  
(cloxacillin benzathine)
- Entervene®-d
- Eprinex®  
(eprinomectin)
- Express®
- Express® FP
- Ivomec® Plus Inj  
(ivermectin and clorsulon)
- Ivomec® Pour-On  
(ivermectin topical solution)
- J-VAC®
- Lockout®
- LongRange® **Rx**  
(eprinomectin)

- Lysigin®
- Polyflex® **Rx**  
(ampicillin for injectable suspension)
- PolyMast® **Rx**  
(netacillin potassium)
- Presponse®
- Pyramid®
- Pyramid® +  
Presponse® SQ
- Synanthic®  
(oxfendazole)
- Synchsure® **Rx**  
(cloprostenol sodium)
- ToDAY®  
(cephapirin sodium)
- ToMORROW®  
(cephapirin benzathine)
- Triangle®
- TrichGuard®
- Zactran® **Rx**  
(gamithromycin)

**Tier 1**  
\$30,000

**Tier 2**  
\$60,000

**Tier 3**  
\$120,000

|  |  |   |
|--|--|---|
| <h2>3% Rebate</h2> <p>on purchases when you reach \$30,000</p> | <h2>4% Rebate</h2> <p>on purchases when you reach \$60,000</p> | <h2>5% Rebate</h2> <p>on purchases when you reach \$120,000</p> |
|--|--|---|



855.724.3461  
 northamerica.covetrus.com  
 888.329.3861 fax

**Order today through your Covetrus representative or CER!**

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

## GENERAL PROGRAM RULES:

- Must be enrolled in 2020 Annual Strategic Veterinarian Program (SVP) to participate.
- Only Strategic Veterinarian Program (SVP) participants with cumulative annual purchases totaling \$30,000 or higher will receive designated rebates on qualifying Boehringer Ingelheim (BI) cattle products.
- Annual program rebates will be paid monthly once purchases total \$30,000 or higher.
- Only Veterinarians with established Veterinary Client Patient Relationship (VCPR) and purchasing products for patients under their care are eligible for this program.
- Guidelines governing this program are outlined in the Strategic Veterinarian Enrollment Agreement.
- BI pricing policy states that BI, for unilateral business reasons, will reserve the right to terminate its business relationship with anyone who advertises or sells BI 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'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 reserves 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, 2020, will start earning rebates beginning the first of the month following enrollment.
- If a veterinarian qualifies for other BI special pricing, that product is not eligible for a 2020 rebate.
- Rebate checks will only be issued for amounts over \$25.
- Rebate tiers are as follows: Tier 1 – \$30,000 – \$59,999 earns 3%; Tier 2 – \$60,000 – \$119,999 earns 4%; Tier 3 – \$120,000 and up earns 5%.
- All sales must be INVOICED in the program period in order to be eligible for a rebate.

## 10% TOTAL-GROWTH GOAL:

- Increase total BI cattle product purchases by 10% over 2019 purchase history, and earn a 10% rebate on the 2020 purchase growth dollars.
- If veterinarian accounts do not have a 12-month prior history, BI will establish a growth goal.
- The 2020 growth goal is calculated from actual 2019 sales.

### 2019 ANNUAL SALES

\$100,000

### 2020 GROWTH GOAL

\$110,000

### ACTUAL FY

### 2020 SALES ACHIEVED

\$120,000

### TIER REBATE

- Tier 3 was achieved, so 5% rebate on all dollars
- 5% of \$120,000 = \$6,000

### GROWTH REBATE

- 10% Growth goal was achieved, so receive 10% rebate on all Growth
- Total Growth is \$20,000, so Growth rebate 10% = \$2,000

**TOTAL 2020 REBATE ACHIEVED IS \$8,000**