

**Cattle First
REWARDS**

**ANNUAL STRATEGIC
DEALER PROGRAM**

Eligible Customers:
Dealers

Program Timing:
Jan 1 – Dec 31, 2024

Tier 1	cumulative eligible product purchases \$50,000
	3% REBATE
Tier 2	cumulative eligible product purchases \$100,000
	4% REBATE
Tier 3	cumulative eligible product purchases \$250,000
	5% REBATE
Tier 4	cumulative eligible product purchases \$500,000
	6% REBATE

Qualifying Products

The following Boehringer Ingelheim cattle products will count as volume builders, but are not eligible for program rebate:

- Bar-Vac®
- Bar Somnus 2P™
- Caliber®
- Citadel®
- Diaque®
- Ocu-guard®
- Triangle®
- TrichGuard®
- Trich Vibrio™

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General Program Rules:

- **Dealers** in good standing with Boehringer Ingelheim Animal Health (“Boehringer Ingelheim”) and who are enrolled in the 2024 Annual Strategic Dealer Program (SDP) are eligible to participate in this rebate Program (“Eligible Customers”).
- The following Boehringer Ingelheim products are included in this Program (collectively, “Qualifying Products,” and individually, a “Qualifying Product”): ALPHA™ vaccines, BOVIKALC® calcium supplements, BOVIKALC® Dry supplements, ENTERVENE®-D vaccine, EPRINEX® (eprinomectin), EXPRESS® vaccines, EXPRESS® FP, IVOMECS® PLUS (ivermectin and clorsulon), IVOMECS® Pour-On (ivermectin topical solution), IVOMECS® 1% Injection (ivermectin), J-VAC® vaccine, LOCKOUT® teat sealant, PRESPONSE® vaccines, PYRAMID® vaccines, PYRAMID + PRESPONSE SQ and SYNANTHIC® (oxfendazole oral suspension).
- The following Boehringer Ingelheim products — Diaque®, Triangle®, TrichGuard®, Trich Vibrio™, Ocu-guard®, Bar Vac®, Bar Somnus™, Citadel® and Caliber® — will not receive any rebate, but purchases will count toward tier volumes (“Non-qualifying Products”).
- Only Eligible Customers with cumulative annual purchases of Qualifying Products and/or Non-qualifying Products totaling \$50,000 or higher will receive designated rebates on Qualifying Products.
- Annual program rebates will be paid monthly, once minimum tier is reached.
- Purchases from January 1, 2024 – December 31, 2024 (the “Program Term”) will apply toward total volume build.
- Dealers must agree to provide Boehringer Ingelheim products to only those customers within the Eligible Customer’s areas of trade. Guidelines governing this Program are outlined in the Strategic Dealer Enrollment Agreement.
- The Boehringer Ingelheim pricing policy states that Boehringer Ingelheim, for unilateral business reasons, will reserve the right to terminate its business relationship with anyone who advertises or sells Boehringer Ingelheim 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 the Boehringer Ingelheim independently driven business plan. Rebate requests may require resale information to verify rebate eligibility.
- Sales to other channel resellers disqualify a dealer’s eligibility for all rebates.
- Boehringer Ingelheim 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.
- Dealers enrolled by a Boehringer Ingelheim representative after May 31, 2024, will start earning rebates beginning the first of the month following enrollment.
- If an Eligible Customer qualifies for other Boehringer Ingelheim special pricing, that product is not eligible for a 2024 rebate.
- Rebate checks will only be issued for amounts over \$1,500.
- Eligible Customers’ rebate tiers are as follows: Tier 1: \$50,000 – \$99,999 earns 3%; Tier 2: \$100,000 – \$249,999 earns 4%; Tier 3: \$250,000 – \$499,999 earns 5%; Tier 4: – \$500,000 and up earns 6%.
- Dealers enrolled in the AHI EDI project and actively reporting sales to Boehringer Ingelheim will receive an additional 1% rebate on all reported sales sold out their door.
- All purchases must be INVOICED in the Program Term in order to be eligible for a rebate.
- If an Eligible Customer returns any Qualifying Product purchased during the Program Term that impacts the minimum purchase amount, Boehringer Ingelheim may (in its sole discretion) deduct the difference from any other rebates earned during the Program Term. Returns of Qualifying Products purchased during the Program Term may be credited at 85% of the original purchase price.
- Void where prohibited by law or regulations. All federal, state, and local laws and regulations apply.