

**Cattle First
REWARDS**

SPRING DEALER PROGRAM

Earn up to 10% in rebates
when you spend \$20,000 or more on
select Boehringer Ingelheim products.

Eligible Customers: **Dealers**

Program Timing: **February 1 – March 31, 2024**

Tier 1	Tier 2	Tier 3
cumulative eligible product purchases	cumulative eligible product purchases	cumulative eligible product purchases
\$10,000	\$15,000	\$20,000
4% REBATE	6% REBATE	8% REBATE

2% Additional Rebate on parasiticides by purchasing from two or more parasiticide buckets:

INJECTABLE:

- LongRange® Rx (eprinomectin)
- Ivomec® Plus Inj. (ivermectin and clorsulon)

POUR-ON:

- Eprinex® (eprinomectin)
- Ivomec® Pour-On (ivermectin topical solution)

DRENCH:

- Synanthic® (oxfendazole oral suspension)

Qualifying Products

ALPHA™

EXPRESS®

PolyMast® Rx
(hetacillin potassium)

BIO-MYCIN® 200 Rx
(oxytetracycline injection)

EXPRESS® FP

PRESPONSE®

BOVIKALC®
calcium supplement

Ivomec® pour-on
(ivermectin topical solution)

PYRAMID®

**PYRAMID®
+ PRESPONSE SQ**



BOVIKALC® Dry

Ivomec® Plus
(ivermectin and clorsulon)

SYNTANTHIC®
(oxfendazole oral suspension)

CYSTORELIN® Rx
(gonadorelin)

J-VAC®

SYNCHSURE® Rx
(doprostenol sodium)

Dry-Clox® Rx
(cloxacillin benzathine)

lockout®

ToDAY® Rx
(cephapirin sodium)

ENTERVENE-D

LONGRANGE® Rx
(eprinomectin)

ToMORROW® Rx
(cephapirin benzathine)

Eprinex®
(eprinomectin)

Polyflex® Rx
(ampicillin for injectable suspension)

ZACTRAN® Rx
(gamithromycin)

Rx products – only dealers with ability to script

LONGRANGE® (eprinomectin) Rx FREE Bottle Offer*

Purchase 5 bottles of LONGRANGE 250 mL or 5 bottles of LONGRANGE 500 mL and receive 1 bottle of the equivalent for FREE!

***Mix and match not available. Must purchase 5 bottles of the same size on the same invoice to get equivalent bottle FREE.**

LONGRANGE IMPORTANT SAFETY INFORMATION: Do not treat within 48 days of slaughter. Not for use in female dairy cattle 20 months of age or older, including dry dairy cows, or in veal calves. Post-injection site damage (e.g., granulomas, necrosis) can occur. These reactions have disappeared without treatment. Not for use in breeding bulls, or in calves less than 3 months of age. Not for use in cattle managed in feedlots or under intensive rotational grazing.

Dealer Program Rules:

- Only dealers in good standing with Boehringer Ingelheim Animal Health (“Boehringer Ingelheim”) and who are not enrolled in special Boehringer Ingelheim pricing programs are eligible for 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, BIO-MYCIN® (oxytetracycline injection), BOVIKALC® calcium supplements, BOVIKALC® Dry supplements, CYSTORELIN® (gonadorelin), DRY-CLOX® (cloxacillin benzathine), ENTERVENE®-D vaccine, EPRINEX® (eprinomectin), EXPRESS® vaccines, EXPRESS® FP, IVOMECS® PLUS (ivermectin and clorsulon), IVOMECS® Pour-On (ivermectin topical solution), J-VAC® vaccine, LOCKOUT® teat sealant, LONGRANGE® (eprinomectin), POLYFLEX® (ampicillin for injectable suspension), POLYMAST® (hetacillin potassium), PRESPONSE® vaccines, PYRAMID® vaccines, PYRAMID + PRESPONSE SQ, SYNANTHIC® (oxfendazole oral suspension), SYNCHSURE® (cloprostenol sodium), ToDAY® (cephapirin sodium), ToMORROW® (cephapirin benzathine) and ZACTRAN® (gamithromycin).
- Only orders of Qualifying Products placed by Eligible Customers between **February 1, 2024, and March 31, 2024** (“Program Term”), that meet the following criteria will qualify for this Program (“Qualifying Purchase(s)“):
 - Orders for Qualifying Products must be submitted to Boehringer Ingelheim directly or through one of its authorized sales agents.
 - Rebates on Qualifying Products that are on backorder and ship during the Program Term will be awarded when the backorder is shipped and invoiced. Products that are on backorder and do not ship during the Program Term will not qualify for any Rebate in this Program.
- Program rebates and free goods offer are in addition to other Boehringer Ingelheim programs for qualified accounts.
- Eligible Customers earn the greater of (“Base Rebate“):
 - a 4% rebate on Qualifying Product purchases when they reach \$10,000
 - a 6% rebate on Qualifying Product purchases when they reach \$15,000
 - a 8% rebate on Qualifying Product purchases when they reach \$20,000
- Eligible Customers, purchasing at least \$10,000 of Qualifying Products, who purchase from two or more of the following groups during the Program Term, will earn an additional 2% rebate on the parasiticide purchase (“Parasiticides Rebate“):
 - Injectable: LongRange® Rx (eprinomectin) and Ivomec® Plus Inj. (ivermectin and clorsulon)
 - Pour-On: Eprinex® (eprinomectin) and Ivomec® Pour-On (ivermectin topical solution)
 - Drench: Synanthic® (oxfendazole oral suspension)
- Eligible Customers who purchase 5 bottles of LONGRANGE® (eprinomectin) 250 mL on the same invoice during the Program Term will receive 1 bottle of LONGRANGE 250 mL FREE. Free bottle received at time of purchase and does not qualify for a rebate.
- Eligible Customers who purchase 5 bottles of LONGRANGE 500 mL on the same invoice during the Program Term will receive 1 bottle of LONGRANGE 500 mL FREE. Free bottle received at time of purchase and does not qualify for a rebate.
- Rebate checks based on total Qualifying Products purchased during the Program Term will be paid at the end of the Program period. Allow six to eight weeks for processing.
- This promotional-incentive rebate and free goods offer 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.
- Void where prohibited by law or regulations. All federal, state, and local laws and regulations apply.
- All sales must be INVOICED in the program period 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.
- Rebate checks will only be issued for amounts over \$400.