

Boehringer Ingelheim PET VET Marketing Funds Guidelines

1. Boehringer Ingelheim will provide Business Builder Funds to the Territory Manager (TM) through Marketing's management. By using the Marketing Funds, the TM acknowledges and agrees to adhere and comply with the guidelines outlined in this document.
2. Focus should be on customers that would like to grow their business and help improve client compliance with the following Boehringer Ingelheim products.



3. The TM should make calls on these customers to discuss, gain agreement on and plan the Business Builder Funds activity to include:
 - a. Decide which activity: Clinic Staff Program or Gift with Purchase for Pet Owner
 - b. Decide which products to focus on.
 - c. Select items to order.
 - d. Develop Goal.
 - e. Plan a start and end date for the activity ("Activity Duration").
 - f. Set a date to educate the staff on the activity, create excitement, and ensure understanding.
4. All Business Builder Fund activities are subject to the AH Promotional materials review procedure, effective January 1, 2022. Submit any external use training materials, promotional collateral, or program materials ("Communications Materials") to the Animal Health Review Committee (formerly known as LQA or MLR) for review and approval. No Marketing Funds activity may proceed without the Animal Health Review Committee's approval of all Communications Materials. All Communication Materials must be submitted sufficiently in advance of the set date for use to allow the Animal Health Review Committee time to review (i.e., no less than four (4) weeks in advance).
5. The TM submits the order on the PET VET Marketing Funds Website: <https://store.ecompanystore.com/petvet>
6. The District Manager (DM) must review and approve or deny each order. The process is outlined below:
 - a. The TM submits the order for acceptance;
 - b. The order is sent to the TM and DM for review.
 - c. The TM and DM have 48 hours to approve or reject the order. The DM can approve or decline the order by clicking the link in the email or by logging into the order in the Administration portal on the PetVet Marketing fund site to view pending approvals.

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- d. The approved order will be filled and sent to the TM within 2-3 weeks of approval.
 - e. All orders must ship to the TM and be delivered to the clinic by the TM.
7. The TM will make calls to the customer during the Activity Duration to monitor the progress of the activity, to generate excitement for the activity and to address any misunderstandings about the activity.
8. TMs should make a final sales call to the clinic at the conclusion of the activity to assess results.
9. Marketing Funds may NOT be used for the following:
- a. To address sales or customer care issues
 - b. Actions that lower price or decrease cost of purchases
 - c. To counter competitive price actions
 - d. To compensate clinic for outdated product
 - e. To switch a current Boehringer Ingelheim customer to a competitive distributor
 - f. To create a financial incentive to prescribe or dispense any particular product. The veterinarian's professional judgment regarding what is in the best interest of the patient should always governs prescribing/dispensing recommendations.

Boehringer Ingelheim Sales Representative Marketing Funds Website Terms and Conditions

Terms & Conditions

By using the Marketing Funds Website, you acknowledge and agree that you have read and understand the Boehringer Ingelheim PET VET Marketing Funds Guidelines and that you will follow the procedures and comply with the guidelines to ensure that each proposed activity meets the requirements discussed herein.

<https://boehringer.sharepoint.com/sites/z365ecwebsitedocumentation/Shared Documents/Forms/AllItems.aspx?id=%2Fsites%2Fz365ecwebsitedocumentation%2FShared Documents%2FPolicies and Procedures%2FBI Cross Organizational P%26P %28BPRC%29 Page%2FProcedures%2FUSC - Interactions with Animal Health Stakeholders%2Epdf&parent=%2Fsites%2Fz365ecwebsitedocumentation%2FShared Documents%2FPolicies and Procedures%2FBI Cross Organizational P%26P %28BPRC%29 Page%2FProcedures&p=true>