



welcome to the neighborhood

Starting a new business opens the door
to many great opportunities.

2025 CEVA'S NEW PRACTICE PROGRAM

Ceva's **2025 New Practice Program** allows you to qualify for a
Buy 1 Get 1 FREE on your initial order!

To qualify for this offer, simply order between \$500 and
\$2,500 of products, and receive the same purchased
product, kind for kind, for **FREE**.

The offer applies to Ceva product categories:
Behavior, Dermatology, Health & Wellness and Pain/Mobility.

For a full list of qualifying products, please contact your
Ceva Sales Representative or call 1-800-999-0297.

See other side for
terms and conditions.



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NEW PRACTICE PROGRAM

Qualifying Customers:

New practice opening, satellite clinic or new owner (defined below).

Program:

A qualifying veterinary practice can place a one-time minimum order of \$500 and up to \$2,500 of select Ceva products for companion animals at the suggested veterinary price and receive matching products, kind for kind, for **FREE**.

Key Program Guidelines:

- Only Ceva territory managers or Regional Managers are authorized to offer this program to veterinary accounts. Program approval by the Sr. Director of Companion Animal Sales is required prior to orders being placed. An email from the Sr. Director will serve as validation of approval.
- After securing Sr. Director's approval, the Territory Manager can place the free goods order with the authorized Ceva distributor.
- Ceva 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.
- The New Practice Program order must be on one invoice, total at least \$500, and cannot be combined with any other promotion or offer.
- Ceva reserves the right to refuse any new practice program order for any reason.

NEW PRACTICE PROGRAM GUIDELINES

Eligible Practices

Definition of a "New/Start-Up Practice"

A "New or Start-Up Practice" is defined as a veterinary practice that has been opened and/or purchased within the past twelve months by a practicing veterinarian(s). In states allowing non-veterinarian owners of a practice, the practice owner(s) may qualify for the New Practice Program.

New Practice Qualification Requirements

- Limit of one New Practice Program per practice (not per partner).
- An existing clinic sold to a new owner(s) is eligible for the New Practice Program.
- Mobile clinics:
 - Mobile clinics may participate in the New Practice Program one time. If a veterinarian participates in the program as a mobile clinic, he/she will not be eligible again if the mobile clinic is converted to a stationary practice.
 - Mobile clinic owners who have purchased Ceva products, but did not enroll in the New Practice Program as a mobile clinic are eligible for the New Practice Program if the clinic converts to a stationary practice.

Definition of a "Satellite Practice"

A "Satellite Practice" will be strictly defined as a second, third, fourth, etc. practice being built or purchased at a separate location by a practicing veterinarian(s). Satellite practices open for longer than twelve months will not be eligible for the New Practice Program. In states allowing non-veterinarian owners of a practice, the practice owner(s) may qualify for the New Practice Program.

New Satellite Practice Qualification Requirements

- Existing practices opening a "satellite" practice within the past twelve months.
- If multiple satellite practices are involved, each location is eligible for the Program.

Ineligible for the Program

- Inactivated accounts.
- Accounts open longer than twelve months.
- Existing multi-doctor practices that are changing the account name due to the following reasons: retirement of partner, partnership dissolved, new partners, death of partner or adding new species care to clinic.

