



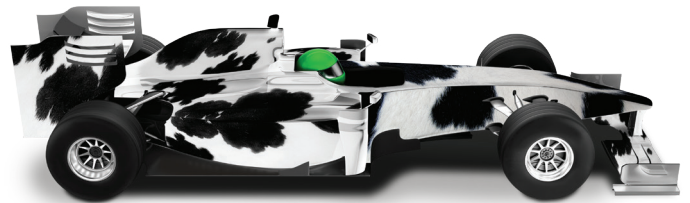
www.vetoquinol.ca



ACHIEVE 25%+ TOGETHER

CONTEST RULES

This document is intended to veterinarians only



CONTEST RULES

1. Organizer

The contest is organized by Vetoquinol Canada, located at 2000, chemin Georges, Lavaltrie, Québec, hereafter designated as “the Organizer”.

2. Conditions of participation

Participation in this contest is restricted to persons who meet the following conditions.

- To participate, a veterinarian, practicing in Canada, must team up with a Canadian dairy producer client for whom they perform reproductive services on a regular basis, hereinafter designated as “the veterinary-producer team”.
- The veterinarian-producer team must have a computerized reproduction file for the herd with herd management software. This software is required to calculate pregnancy rate (i.e. DSA-LV, Dairy Comp 305, Lac-T, etc.).
- A veterinarian can team up with more than one producer.
- The veterinarian-producer team must use the following Vetoquinol products throughout the contest: **Fertiline** and **Bioestrovét**.

3. Rules of participation

- To participate, a veterinarian identifies a client with whom they commit to improving the pregnancy rate of the herd.
- They register with their Vetoquinol Territory Manager.
- Registration period opens on January 9th, 2023 and closes on March 31st, 2023.
- Once registered, the veterinarian provides a copy of a report demonstrating the annual pregnancy rate of the herd for the period of March 1st, 2022 to March 1st, 2023. This will be used as the starting pregnancy rate value.
- The contest will begin on April 1st, 2023 and will end on April 1st, 2024.
- Participating teams will have a 45-day period after the challenge ends, from April 1st to May 15, 2024, to submit a report demonstrating the annual pregnancy rate of the herd for the period of March 1st, 2023 to March 1st, 2024.
- Each team must create an original and unique team name so that publication of results remains anonymous.

4. Eligibility to the final draw

- All teams that have improved the annual pregnancy rate of the herd will be eligible to the final draw.
- Teams who had an annual pregnancy rate of $\geq 25\%$ on March 1st, 2023 and were able to maintain that pregnancy rate, or with a reduction of not more than 2%, on March 1st, 2024, will also be eligible to the final draw.

CONTEST RULES

5. Date and terms regarding publication of results:

- Results will be published on May 29th, 2024 on our Web site at vetoquinol.ca.
- Eligibility of participating teams will be communicated on May 29th, 2024.

6. Determining the winners

Winners will be determined by a **random draw** including all qualifying teams on May 31st, 2024 at 1:00 PM Eastern time. Winners will be informed of the steps required to collect their prize within 30 days of the draw.

7. Prizes

Prize giveaway will incur no cost to participants and prizes cannot be redeemed as cash in lieu of prize.

8. Personal data

Personal data collection of participants will be done with their consent in the context of this contest for establishing the identity of the participant, to reach them in case they are a winner and for delivering prizes. Personal data will be treated according to Vetoquinol Canada's confidentiality policy.

9. Dispute

Any dispute regarding the organization or conduct of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux* for resolution. Any litigation regarding the awarding of a prize may be submitted to the *Régie* only for the purpose of helping to reach a settlement.



OVER \$50,000 IN PRIZES TO BE WON

1x GRAND PRIZE > For the veterinarian

Flight, hotel, meals and admission to one of these events



AABP 2024 Columbus, Ohio



ADSA 2024 West Palm, Florida



NMC 2025, Charlotte, NC



ISVEE 2024 Sydney, Australia



AETA & CETA/ACTE joint annual convention 2024 Toronto, Ontario

1x GRAND PRIZE > For the producer

John Deere Gator 4x4



For each participant

Hoodies



40 x overalls



40 x Vetoquinol fleece blankets

20 x heated vests



Random draw by team