From: Ellaine Hislop
To: Kelly Hall
Subject: Hill"s Proposal
Date: 25 October 2012 12:33:45
Attachments: image001.jpg

Hi Kelly

Below is the text from the relevant CE section of the Hill's proposal. We didn't specify an amount to them, just areas of support. I am meeting with Hill's today, so will hopefully have further information.

Will keep you informed.

Kind regards

Ellaine

We propose that Hill's Pet Nutrition products continue to support continuing education by partial sponsorship of MOVE, targeting veterinarians throughout Australia and Asia. The primary markets for the course will be Australia, Singapore and Hong Kong. However the sessions are available at a time that may be suitable for other large Asian markets such as China, Thailand, Korea and Japan. This provides an opportunity to research the viability of expanding this format of continuing education delivery into other Asia-Pacific markets as a key educational opportunity for Hill's clients.

The program for 2013 currently includes 10 small animal sessions and two equine sessions.

The following acknowledgements and benefits will be provided for this program:

- *Hill's Pet Nutrition will be acknowledged verbally at each presentation.*
- *Hill's Pet Nutrition logo will be displayed on screen during each presentation.*
- *Hill's Pet Nutrition logo will be displayed on promotional materials distributed for the MOVE program.*
- *Hill's Pet Nutrition logo will be displayed on course materials distributed for the presentations.*
- *Inclusion of Hill's Pet Nutrition sales representatives on the email distribution list for each online session.*
- *A representative from Hill's Pet Nutrition will be invited to present 1 MOVE presentation, on a mutually agreed subject, at 1 event or a short presentation (up to 10 minutes) at 5 of the scheduled events.*

Additional appropriate sponsorship opportunities may be offered to Hill's as they are developed and will be undertaken outside this sponsorship agreement.

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