From: Kelly Hall
To: Ellaine Hislop
Subject: RE: Hill"s Proposal
Date: 29 October 2012 15:18:09
Attachments: image001.jpg

Hi Ellaine,

Thanks for this, good to hear the meeting went ok.

I've been working on sponsorship proposals for some of next year's events and have almost finished, I'll send them through to you in separate emails shortly.

Cheers,

Kelly

From: Ellaine Hislop
Sent: Monday, 29 October 2012 9:32 AM
To: Kelly Hall
Subject: RE: Hill's Proposal

Hi

Went ok ☺ At least we can start the negotiations now.

They were happy to support MOVE at the same level as below, so that is $5k for CE. We also discussed other CE events and their preference is to have them built into the main agreement. So at this stage they may be interested in some Club Med's and some Perth Surgery Series. Can you give me any info and costs about these events next year?

Ellaine

From: Kelly Hall
Sent: Monday, 29 October 2012 9:22 AM
To: Ellaine Hislop
Subject: RE: Hill's Proposal

Hi Ellaine,

Thanks for this. How did you go with the meeting?

Cheers,

Kelly

From: Ellaine Hislop
Sent: Thursday, 25 October 2012 12:34 PM
To: Kelly Hall
Subject: Hill's Proposal

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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