

**SHOPPERS DRUG MART  
2008 SEASONAL PROGRAM  
CRITICAL PATH  
BC Allergy, Footcare, First Aid**

	<b>EVENT NAME</b>	<b>BC Allergy</b>	<b>Footcare</b>	<b>First Aid</b>	<b>First Aid</b>	<b>First Aid</b>	<b>First Aid</b>
	<b>SDM EVENT ID</b>	<b>D05423</b>	<b>D05443</b>	<b>D05445</b>	<b>D05446</b>	<b>D05447</b>	<b>D05448</b>
	<b>NOTE: WHEN SUBMITTING ON-LINE PLEASE USE THE FOLLOWING EVENT NUMBER:</b>	<b>BCAL01</b>	<b>FTCR03</b>	<b>FAID04</b>	<b>FAID04</b>	<b>FAID04</b>	<b>FAID04</b>
<b>1</b>	Vendor submits Merchandising Agreement on-line and forwards a <b>complete set</b> of related products to RMS	Before September 19/07	Before November 12/07	Before November 13/07	Before November 13/07	Before November 13/07	Before November 13/07
<b>2</b>	SDM advises RMS of program vendor participants	Wednesday, October 11/07	Wednesday, December 5/07	Wednesday, December 5/07	Wednesday, December 5/07	Wednesday, December 5/07	Wednesday, December 5/07
<b>3</b>	RMS advises vendors on-line as to program approval or rejection	October 11/07	December 6/07	December 6/07	December 6/07	December 6/07	December 7/06
<b>4</b>	Vendor must submit sell sheet information online	By October 12, 2007	By December 7/07	By December 7/07	By December 7/07	By December 7/07	By December 7/07
<b>5</b>	Vendor reviews Eng. #1 sell sheets	Week of October 15/07	Week of December 10/07	Week of December 10/07	Week of December 10/07	Week of December 10/07	Week of December 10/07
<b>6</b>	Vendor supplies J-Peg image artwork for sell sheet or RMS creates artwork for sell sheet purposes	October 19/07	December 17/07	December 17/07	December 17/07	December 17/07	December 17/07
<b>7</b>	Sell sheet drafts submitted to SDM for review and revisions	November 2/07	December 28/07	December 28/07	December 28/07	December 28/07	December 28/07
<b>8</b>	Deadline for prototype approval by vendor	November 5/07	December 28/07	December 28/07	December 28/07	December 28/07	December 28/07
<b>9</b>	SDM provides final changes to sell sheets	November 8/07	January 2/08	January 2/08	January 2/08	January 2/08	January 2/08
<b>10</b>	Final sell sheets delivered to SDM Promotion Group	November 14/07	January 08/08	January 08/08	January 08/08	January 08/08	January 08/08
<b>11</b>	RMS submits product delivery schedule to vendor – vendor to respond within 72 hours if any changes needed	Week of November 26/07	Week of January 21/08	Week of January 21/08	Week of January 21/08	Week of January 21/08	Week of January 22/07

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<b>12</b>	Final Hi Resolution Artwork to be supplied to RMS <b>no later than</b> this date.	November 14/07	January 9/08	January 9/08	January 9/08	January 9/08	January 9/08
<b>13</b>	Vendor approves Hi Res proof provided by RMS	By November 26/07	By January 21/08	By January 21/08	By January 21/08	By January 21/08	By January 21/08
<b>14</b>	SDM Stores book orders	November 26 to December 7/07	January 21 to February 1/08	January 21 to February 1/08	January 21 to February 1/08	January 21 to February 1/08	January 21 to February 1/08
<b>15</b>	SDM provides estimated quantities to RMS	December 4/07	February 06/08	February 06/08	February 06/08	February 06/08	February 06/08
<b>16</b>	SDM issues PO to vendors	Tuesday, December 11/07	Tuesday, February 12/08	Tuesday, February 12/08	Tuesday, February 12/08	Tuesday, February 12/08	Tuesday, February 12/08
<b>17</b>	SDM provides final prepack order quantities to RMS	December 12/07	Wednesday, February 13/08	Wednesday, February 13/08	Wednesday, February 13/08	Wednesday, February 13/08	Wednesday, February 13/08
<b>18</b>	Vendors start shipping product to assigned co-packer. Refer to product delivery letter.	January 7/08	February 25/08	February 25/08	March 10/08	April 7/08	April 28/08
<b>19</b>	Displays co-packed at assigned co-packer. Refer to product delivery letter. MULTI RELEASE EVENTS ARE SUBJECT TO ADDITIONAL SET UP FEES IF ALL RELEASES ARE NOT BUILT AT THE SAME TIME. STORAGE FEES WILL APPLY IF ALL ASSEMBLED DISPLAYS ARE NOT PICKED UP AT THE SAME TIME.	January 08/08 to January 21/08	February 27 to March 10/08	February 27 to March 10/08	March 14 to March 23/08	April 16 to April 23/08	May 7 to May 16/08
<b>20</b>	Displays shipped to arrive at SDM DC's	February 4/08	March 17/08	March 17/08	April 14/08	May 5/08	May 26/08
<b>21</b>	Assigned co-packer provides QA report to vendor (if specifically requested by vendor)	February 7 to February 11/08	March 24 to March 28/08	March 24 to March 28/08	April 16 to April 21/08	May 8 to May 12/08	June 2 to June 5/08
<b>22</b>	Shipping Window Deal	N/A	April 12 to May 16/08	April 12 to May 16/08	N/A	N/A	N/A