

**SHOPPERS DRUG MART
2008 SEASONAL PROGRAM
CRITICAL PATH
National Allergy**

	EVENT NAME	National Allergy	National Allergy	National Allergy	National Allergy	National Allergy	National Allergy
	SDM EVENT ID	D05436	D05437	D05438	D05439	D05440	D05441
	NOTE: WHEN SUBMITTING ON-LINE PLEASE USE THE FOLLOWING EVENT NUMBER:	NA0005	NA0005	NA0005	NA0005	NA0005	NA0005
1	Vendor submits Merchandising Agreement on-line and forwards a complete set of related products to RMS	Before October 29/07	Before October 29/07	Before October 29/07	Before October 29/07	Before October 29/07	Before October 29/07
2	SDM advises RMS of program vendor participants	November 21/07	November 21/07	November 21/07	November 21/07	November 21/07	November 21/07
3	RMS advises vendors on-line as to program approval or rejection	November 23/07	November 23/07	November 23/07	November 23/07	November 23/07	November 23/07
4	Vendor must submit sell sheet information online	By November 23/07	By November 23/07	By November 23/07	By November 23/07	By November 23/07	By November 23/07
5	Vendor reviews Eng. #1 sell sheets	Week of November 25/07	Week of November 25/07	Week of November 25/07	Week of November 25/07	Week of November 25/07	Week of November 25/07
6	Vendor supplies J-Peg image artwork for sell sheet or RMS creates artwork for sell sheet purposes	December 3/07	December 3/07	December 3/07	December 3/07	December 3/07	December 3/07
7	Sell sheet drafts submitted to SDM for review and revisions	December 6/07	December 6/07	December 6/07	December 6/07	December 6/07	December 6/07
8	Deadline for prototype approval by vendor	December 7/07	December 7/07	December 7/07	December 7/07	December 7/07	December 7/07
9	SDM provides final changes to sell sheets	December 12/07	December 12/07	December 12/07	December 12/07	December 12/07	December 12/07
10	Final sell sheets delivered to SDM Promotion Group	December 27/07	December 27/07	December 27/07	December 27/07	December 27/07	December 27/07
11	RMS submits product delivery schedule to vendor – vendor to respond within 72 hours if any changes needed	Week of January 21/08	Week of January 21/08	Week of January 21/08	Week of January 21/08	Week of January 21/08	Week of January 21/08

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12	Final Hi-Resolution Artwork to be supplied to RMS no later than this date	By	By	By	By	By	By
		December 28/07	December 28/07	December 28/07	December 28/07	December 28/07	December 28/07
13	Vendor approves Hi Res proof provided by RMS	By January 4/08	By January 4/08	By January 4/08	By January 4/08	By January 4/08	By January 4/08
14	SDM Stores book orders	January 7 to January 18/08	January 7 to January 18/08	January 7 to January 18/08	January 7 to January 18/08	January 7 to January 18/08	January 7 to January 18/08
15	SDM provides estimated quantities to RMS	January 23/08	January 23/08	January 23/08	January 23/08	January 23/08	January 23/08
16	SDM issues P.O's to vendors	January 30/08	January 30/08	January 30/08	January 30/08	January 30/08	January 30/08
17	SDM provides final prepack order quantities to RMS	January 31/08	January 31/08	January 31/08	January 31/08	January 31/08	January 31/08
18	Vendors start shipping product to assigned co-packer. Refer to product delivery letter.	February 20/08	March 17/08	April 4/08	April 24/08	May 15/08	June 12/08
19	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.	February 25 to March 7/08	March 19 to March 28/08	April 09 to April 21/08	April 30 to May 9/08	May 21 to May 31/08	June 16 to June 27/08
20	Displays shipped to arrive at SDM DC's	March 17/08	April 14/08	April 28/08	May 19/08	June 9/08	July 7/08
21	Assigned co-packer provides QA report to vendor (if specifically requested by vendor)	March 26 to March 30/08	April 23 to April 27/08	May 7 to May 11/08	May 28 to June 1/08	June 18 to June 22/08	July 16 to July 20/08
22	Shipping Window Deal	N/A	N/A	N/A	N/A	N/A	N/A