

**SHOPPERS DRUG MART**  
**2008 SEASONAL PROGRAM**  
**CRITICAL PATH – Smoking Cessation**

	<b>EVENT NAME</b>	<b>Smoking Cessation</b>		<b>EVENT NAME</b>	<b>Smoking Cessation</b>
	<b>SDM EVENT ID</b>	<b>D05506</b>		<b>SDM EVENT ID</b>	<b>D05506</b>
<b>1</b>	Vendor submits Merchandising Agreement on-line and forwards a complete set of related products to RMS	Before July 14/08	<b>13</b>	Vendor approves Hi Res proof provided by RMS	By September 30/08
<b>2</b>	SDM advises RMS of program vendor participants	August 6/08	<b>14</b>	SDM Stores book orders	September 22 to October 3/08
<b>3</b>	RMS advises vendors on-line as to program approval or rejection	August 07/08	<b>15</b>	SDM provides estimated quantities	October 08/08
<b>4</b>	Vendor must submit sell sheet information online	By August 08/08	<b>16</b>	SDM issues PO to vendors	October 15/08
<b>5</b>	Vendor reviews Eng. #1 sell sheets	By August 13/08	<b>17</b>	SDM provides final prepack order quantities to RMS	October 16/08
<b>6</b>	Vendor supplies J-Peg image artwork for sell sheet or RMS creates artwork for sell sheet purposes	August 18/08	<b>18</b>	Vendors start shipping product to assigned co-packer. Refer to product delivery letter.	November 3/08
<b>7</b>	Sell sheet drafts submitted to SDM for review and revisions	September 10/08	<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.	November 10 to November 19/08
<b>8</b>	Deadline for prototype approval by vendor	September 11/08	<b>20</b>	Displays shipped to arrive at SDM DC's	November 24/08
<b>9</b>	SDM provides final changes to sell sheets	September 8/08	<b>21</b>	Assigned co-packer provides QA report to vendor (if specifically requested by Vendor)	November 26 to November 28/08
<b>10</b>	Final sell sheets delivered to SDM Promotion Group	September 12/08	<b>22</b>	Shipping Window Deal Only	December 6 to December 19/08
<b>11</b>	RMS submits product delivery schedule to vendor – vendor to respond within 72 hours if any changes needed	Week of September 26/08			
<b>12</b>	Final Hi Resolution Artwork to be supplied to RMS <b>no later than</b> this date.	September 17/08			