

SHOPPERS DRUG MART
2008 SEASONAL PROGRAM
CRITICAL PATH
Summer Suncare, Summer Insecticides

	EVENT NAME	Summer Suncare	Summer Suncare	Summer Suncare	Summer Insecticides	Summer Insecticides
	SDM EVENT ID	D05424	D05425	D05426	D05432	D05433
	NOTE: WHEN SUBMITTING ON-LINE PLEASE USE THE FOLLOWING EVENT NUMBER:	SSUN02	SSUN02	SSUN02	SINSE1	SINSE1
1	Vendor submits Merchandising Agreement on-line and forwards a complete set of related products to RMS	Before September 27/07	Before September 27/07	Before September 27/07	Before September 27/07	Before September 27/07
2	SDM advises RMS of program vendor participants	November 1/07	November 1/07	November 1/07	November 1/07	November 1/07
3	RMS advises vendors on-line as to program approval or rejection	November 2/07	November 2/07	November 2/07	November 2/07	November 2/07
4	Vendor must submit sell sheet information online	By November 9/07	By November 9/07	By November 9/07	By November 9/07	By November 9/07
5	Vendor reviews Eng. #1 sell sheets	Week of November 12/07	Week of November 12/07	Week of November 12/07	Week of November 12/07	Week of November 12/07
6	Vendor supplies J-Peg image artwork for sell sheet or RMS creates artwork for sell sheet purposes	November 12/07	November 12/07	November 12/07	November 12/07	November 12/07
7	Sell sheet drafts submitted to SDM for review and revisions	November 27/07	November 27/07	November 27/07	November 27/07	November 27/07
8	Deadline for prototype approval by vendor	November 27/07	November 27/07	November 27/07	November 27/07	November 27/07
9	SDM provides final changes to sell sheets	December 7/07	December 7/07	December 7/07	December 7/07	December 7/07
10	Final sell sheets delivered to SDM Promotion Group	December 12/07	December 12/07	December 12/07	December 12/07	December 12/07
11	RMS submits product delivery schedule to vendor – vendor to respond within 72 hours if any changes needed	Week of January 16/08	Week of February 18/08	Week of March 24/08	Week of January 16/08	Week of March 3/08

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12	Final Hi Resolution Artwork to be supplied to RMS no later than this date.	By December 21/07	By December 21/07	By December 21/07	By December 21/07	By December 21/07
13	Vendor approves Hi Res proof provided by RMS	December 14/07	December 14/07	December 14/07	December 14/07	December 14/07
14	SDM Stores book orders	December 31/07 to January 11/08	December 31/07 to January 11/08	December 31/07 to January 11/08	December 31/07 to January 11/08	December 31/07 to January 11/08
15	SDM provides estimated quantities to RMS	January 15/08	January 15/08	January 15/08	January 15/08	January 15/08
16	SDM issues PO to vendors	January 22/08	January 22/08	January 22/08	January 22/08	January 22/08
17	SDM provides final prepack order quantities to RMS	January 23/08	January 23/08	January 23/08	January 23/08	January 23/08
18	Vendors start shipping product to assigned co-packer. Refer to product delivery letter.	February 22/08	April 4/08	May 9/08	February 22/08	February 22/08
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 07/08	April 7 to April 15/08	May 7 to May 16/08	February 25 to March 07/08	April 7 to April 15/08
20	Displays shipped to arrive at SDM DC's **	March 24/08	April 28/08	May 26/08	March 17/08	March 31/08
21	Assigned co-packer provides QA report to vendor (if specifically requested by vendor)	March 26 to March 28/08	May 5 to May 12/08	June 4 to June 9/08	March 24 to March 31/08	April 7 to April 15/08
22	Shipping Window Deal Only	N/A	N/A	N/A	N/A	N/A