



April 20, 21, 22 & 23 | Toronto Congress Centre

New Products Exhibit

For 2017, we will continue to enhance our newest feature – the New Products Exhibit. This area will display newly listed products to inspire stores to visit your booth. Again, this area will increase your visibility at the Show and create excitement for your new products. Signage and displays will be provided to direct stores to the location of your booth.

The New Products Exhibit will be located in prime space close to the Show entrance. The cost of participating in this new exhibit is \$100 per product. This fee covers the booth fixtures, signage and printed materials. Stand out from the crowd and take advantage of this exciting opportunity to increase sales and make the most of Showcase360!

**Note: This initiative is only available to vendors who are exhibiting at Showcase360
Only the products that are newly listed are eligible.**

Vendor to Complete:

Company Name

New Product Name

Product Category

New Product Description (If you have the product image, please attach it to the e-mail)

Representative Name

Date

Phone

E-mail

Please submit your newly listed product(s) for approval to Melissa Di Mito by February 22, 2017 at Melissa.DiMito@McKesson.ca, or contact her at 905-943-4982 for any questions. If your product(s) are approved, we will contact you with further details.

McKesson to complete:

New Product Approved

Yes

No

Category Manager

Date