



Dear Vendors,

Showcase360° is fast approaching - mark the dates **April 20, 21, and 22, 2018** in your calendars!

Thanks to you, Showcase360° 2017 was enormously successful. We know that with your registration this year we will be able to make it even better! We are anticipating this year's Showcase360° to be our biggest show yet and look for your support.

Showcase360° delivers a 360 degree view of the retail pharmacy industry. Take advantage of the networking opportunities and leverage the scale of McKesson Canada and the Retail Banner Group of over 2000 Pharmacies. Showcase360° is your path to success.

In 2017, we built a model store on the Show floor. The model store was well received by both our member and vendor communities. This display of planograms, innovation and merchandising integrity stimulated a large boost in purchases and a greater awareness of merchandising techniques among our membership. To build on the success of this initiative, we will be rebuilding the store again this year, to reinforce the importance of merchandising techniques in store.

- 3 units or minimum case packs of all planogrammed items will be purchased to fulfill the needs of this display
- Vendors will be invoiced the cost of these goods

As a result of working in a non-POS environment, we need to ensure that the 2018 Showcase360° deals are at minimum equal to or greater than the support provided against a FP flyer feature. If the Showcase360° deals are not the best deals of the year then we risk the chance of having an FP flyer deal trumping the Showcase360° deal and putting the integrity of the program at risk. Please come prepared with your **BEST DEALS OF THE YEAR!**

In 2016 we launched our new digital ordering platform **RBS Digital Ordering Guide**. With both member and vendor feedback in mind enhancements have been made to the RBS Ordering Guide and we will be moving forward with the platform again in 2018. Vendors will be responsible for submitting their deals to their appropriate Category Management Team and loading images to a newly designed FTP site. Instructions on loading of images will follow.



DOCUMENTS REQUIRED

New Product Presentation Form - Due Friday, November 24, 2017

This form is used to collect all products (open stock and prepacks) as well as the bill backs for these items. If you are including any new items, please ensure your items are listed at McKesson by December 22nd, 2017. Prepack components need not accompany the prepacks on this form unless components are offered as open stock -please provide the prepack breakdown on the provided prepack template. Please ensure there are no spaces or dashes in UPCs and McKesson codes provided. **Please do not reformat this form.** Please rename the file to contain the shipping window the products are to be allotted to- Ex. *New Product Presentation Form-“Vendor Name” Priority One.* Priority timing is listed below. Please place items with different ship dates in different forms. If you would like half of your items in June and the other half in September submit TWO NPPF forms (one per ship window).

Please note: Products will stay in the Delivery Date as requested, we are unable to accommodate later requests to change these dates, and products may only appear in one shipping window.

Occasion	Web start date	Web end date	Expected Date
Priority #1 - Show orders	20-Feb	22-Apr	01/Jun
Priority #2 - Show orders	20-Feb	22-Apr	15/Jun
Priority #3 - Show orders	20-Feb	22-Apr	06/Jul
Priority #4 - Show orders	20-Feb	22-Apr	27/Jul
Priority #5 - Show orders	20-Feb	22-Apr	31/Aug
Priority #6 - Show orders	20-Feb	22-Apr	05/Oct

Prepack Template - Due Friday, January 5, 2018

A prepack template must be filled out for all Floorstands, Endcap Displays, Prepacks and Clip Strips. This includes any case packs in which the inners components contain multiple UPC codes. Please refer to the example highlighted in yellow and follow it exactly. Do not include images in these files. Please do not reformat this form, and stay within the letter fonts, sizes and formulas in each cell.



Sell Sheet - Due Friday, January 5, 2018.

Sell Sheets can be uploaded as PDFs into the RBS Digital Order Guide. This is highly recommended advertising space meant to attract shoppers to your brands or product.

Note: Prepack template(s) & sell sheet(s) must be returned to your category manager by Due Friday, January 5, 2018.

Store Gift Bags

As in previous years, each store will be receiving a gift bag upon registration. This gift bag offers you a terrific opportunity to promote your products to the stores as it is one of the most sought after giveaways at Showcase360°. Each store attendee receives a gift bag upon registration.

If you are interested in donating product to be included in the Showcase360° gift bag, you will be required to supply 2400 units no later than **Friday, March 18, 2018**.

If you would like to participate, please indicate this when you register and you will be contacted with further details.

Please note: Product which does not meet the unit requirements or which arrives after the due date will not be included in the Showcase360° Gift Bags.

We are looking forward to all of the exciting offers you will bring!

You will receive an invitation to register for your booth at Showcase360° in a separate email. Should you have any questions regarding Showcase360° registration or GES, please feel free to contact Andy Cornelisse at andy.cornelisse@mckesson.ca for assistance.

Thank you for all your continuous support, we look forward to your participation in Showcase360°!