



Mystery Show Special

The Mystery Show Special (MSS) is an additional promotion only attending PharmaChoice Members of the Trade Show can access. All PharmaChoice Members will have access to the base level promotional prebooks you'll also submit for the Trade Show. PharmaChoice Members will **only** be able to access these MSS deals by visiting your booth and talking with your representatives. The representatives at your booth will have the separate MSS Order Form on hand and be responsible for preparing/distributing these Order Forms at the booth. These forms can be found on the PharmaChoice Trade Show Website under the "Show Forms" tab.

Direct to Vendor MSS

- Your Direct Trade Show Order Forms will be posted and made available to all PharmaChoice Members. The Mystery Show Special (MSS) Order Forms will differ from those base level promotions by having an additional discount of **your choosing** for only those PharmaChoice Members attending the Trade Show. These MSS orders can be placed at the booth, or the form can be taken back to their store and ordered within the same deadline as the base level promotions.

McKesson Vendors MSS

- Your Trade Show Item Submissions will be posted and made available to all PharmaChoice Members on PharmaClik. The Mystery Show Special (MSS) Order Forms will differ from those base level promotions set up on PharmaClik by having an additional discount for only those PharmaChoice Members attending the Trade Show. These MSS orders can be placed at the booth, signed by the Store Representative, and copies sent to your PharmaChoice Category Manager. Your PharmaChoice Category Manager will be responsible for placing the order with McKesson Promotions.
- The parameters of the MSS additional discount must be a **flat dollar or percent off**. The MSS will be invoiced by PharmaChoice Head Office only after the product has been shipped from McKesson.

Any questions, please reach out to your PharmaChoice Category Manager.