



Trade Show

Mystery Show Special (MSS)

MSS = a Trade Show only offer for Members who visit your booth.

There are two types:

- **McKesson MSS**
- **Direct-to-Vendor MSS**

Deadlines (Very Important)

Feb 23, 2026 – All Vendors

This is the deadline to submit your MSS offer to your PharmaChoice Category Manager (both McKesson and Direct vendors).

April 30, 2026 – McKesson Vendors

This is the deadline to send in your compiled customer orders *after the show.*

Direct-to-Vendor MSS does not have this step.

McKesson MSS

For vendors whose products ship through McKesson.

- **Submit a Trade Show only discount (approved by your Category Manager).**
- **Orders must be placed at your booth. Must complete Member/pharmacy info on each form.**
- **Send compiled digital copies by April 30, 2026.**
- **Discount must be a flat \$ or % off. There is a limit of 5 products per MSS**
- **McKesson ships product; PharmaChoice Canada Head Office invoices the store.**

Direct-to-Vendor MSS

- **Add a Trade Show only discount (approved by your Category Manager).**
- **Limit of 5 products per MSS**
- **Orders can be placed at your booth or back at their store. You ship and invoice the store directly.**
- **No April deadline — only the Feb 23 submission deadline applies.**