



how it works

1. A brand reviews the event schedule, chooses an event date, and completes the sign up form at: www.provisormarketing.com/duanereade/signup.php
2. Provisor Marketing confirms enrollment*, or works with brand to find another suitable date (**events involve non-compete brands, unless brands in question agree to share an event date*)
3. Brand reviews campaign builders for any additional Advertising & Promotional support, and if so, coordinates with Provisor Marketing
4. Brand receives participation packet, and supplies one or both of the following according to the timeline described in the packet:
 - 50,000 product samples shipped to DR warehouse
 - 50,000 brand collateral to specs with or without coupons shipped to DR warehouse

To speak to a representative directly contact:

Email: info@provisormarketing.com

Phone: 847.438.9256

2010 Program Calendar

Event Date	Sign-up Deadline	Status	Special/Theme
4-Jan	7-Dec	CLOSED	
1-Feb	6-Jan	CLOSED	
22-Mar	22-Feb	OPEN	
26-Apr	29-Mar	OPEN	
17-May	19-Apr	OPEN	
7-Jun	10-May	OPEN	
21-Jun	24-May	OPEN	
12-Jul	14-Jun	OPEN	
16-Aug	19-Jul	OPEN	
20-Sep	23-Aug	OPEN	
18-Oct	20-Sep	OPEN	
15-Nov	18-Oct	OPEN	
6-Dec	8-Nov	OPEN	
13-Dec	1-Nov	OPEN	