



EVENT NOTICE

“ECRx: A Catalyst for the Pharmacy Supply Chain” and EDI & Barcoding 101

An event for manufacturers, wholesalers and retailers in the Rx, OTC, HaBA and consumer industry to hear how they can work together to maximize consumer value and minimize supply chain costs.

Wednesday, November 24, 1999
Wyndham Bristol Place Hotel
950 Dixon Road, **Toronto, Ontario**

Wednesday, December 1, 1999
Hilton Montreal Airport Hotel
12505 Côte de Liesse, **Dorval, Québec**

7:30 a.m. - 8:30 a.m. : Registration/Breakfast Buffet
8:30 a.m. - 9:30 a.m. : Breakfast Meeting
10:00 a.m. - 12:30 p.m. : Seminar

Who should attend: CEOs and Senior Executives in Goods & Sales, Marketing, Customer Service, and Supply Chain Logistics and Distribution.

Breakfast Meeting: “ECRx: A Catalyst for the Pharmacy Supply Chain”

Key industry leaders will provide a background to the ECRx initiative: What it is, why it's important to the industry now, and how your company will benefit by getting involved. Toronto speakers: **Jack Kay**, *President & COO, Apotex Inc.*; **Gerald McDole**, *President & CEO, Astra Zeneca*; and **Douglas Thorsley**, *Manager of Pharmacy Operations, Wal-Mart Canada* with **Malcolm Seath**, *President, Whitehall-Robins Inc.* as moderator. Montreal speakers: **Francois-Jean Coutu**, *President, Jean Coutu Group (PJC) Inc.*; and **Frank Ferlino**, *President, Cosmair Canada Inc.* with **Richard Normandeau**, *Executive Vice-President, Medis Health & Pharmaceutical Service Inc.* as moderator.

PLUS: A Special Seminar!

Electronic Data Interchange (EDI) 101

This seminar will provide you with a high level overview of EDI, how it will benefit your company, and all the components required to implement EDI. This seminar is a must if you are new to EDI, in the process of implementing EDI or just considering the use of the technology.

Product Identification and Bar Coding 101

Bar codes and their corresponding data structures are the basic building blocks of Electronic Commerce. All elements of the U.P.C. system for pharmaceutical, OTC and HaBA products, including location, printing and packaging aspects, will be examined in detail.

For more information contact:
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Ratna Jani, ECCC, Tel.: 416-510-8039
Mary Wyllie, NDMAC, Tel.: 613-723-0777



REGISTRATION FORM

ECRx Breakfast Meeting & Seminar

Wednesday, November 24, 1999

Wyndham Bristol Place Hotel
Sutton "A" Conference Room
950 Dixon Road, **Toronto, Ontario**

Wednesday, December 1, 1999

Hilton Montreal Airport Hotel
Grand Salon
12505 Côte de Liesse, **Dorval, Québec**

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FIRST NAME	LAST NAME	Name for Badge

Company: _____

Address: _____

Telephone: _____ Fax: _____ E-mail: _____

REGISTRATION FEE: (Canadian Funds only)

Please check your choice:

Toronto Montreal

Option A Breakfast and Seminar **ECRx Sponsoring Association Members: \$150.00** per person (\$140.19 + \$9.81 GST)
Non Members: \$190.00 per person (\$177.57 + \$12.43 GST)

Option B Breakfast only **ECRx Sponsoring Association Members: \$ 75.00** per person (\$70.09 + \$4.91 GST)
Non Members: \$ 95.00 per person (\$ 88.78 + \$ 6.22 GST)

Option C Seminar only **ECRx Sponsoring Association Members: \$125.00** per person (\$116.82 + \$8.18 GST)
Non Members: \$160.00 per person (\$149.53 + \$10.47 GST)

Please make cheque payable to: NDMAC - ECRx Seminar
and mail to: Suite 406, 1111 Prince of Wales Drive
Ottawa, Ontario - K2C 3T2

There will be no refunds for cancellations received after Monday, November 15, 1999.

- All cancellations must be received in writing to the NDMAC office by mail, fax or e-mail.
- In case of cancellation, we would be pleased to accept a replacement on behalf of the registrant.
- All unpaid registrants who do not attend without previously cancelling will be invoiced.

For more information please contact Francine Cousineau at the NDMAC office.
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