

Issue	Spotlight	People	Activation Gallery	Guides <sup>+</sup>	Wall Charts/ Apps <sup>++</sup>	Bonus Distribution	Deadline
January	• 2017 Trends Report & Survey		• Halloween review	• Digital Shopper Marketing Providers		• League of Leaders (Jan. 23-25)	<b>Closing Date:</b> 11/15/16 <b>Materials Deadline:</b> 11/22/16 <b>Mail Date:</b> 12/23/16
February		• Who's Who in Merchandising	• Holiday review	• P-O-P Design & Manufacturing Firms		• Forum of Merchandising Executives (Feb. 7-8)	<b>Closing Date:</b> 12/15/16 <b>Materials Deadline:</b> 12/22/16 <b>Mail Date:</b> 1/24/17
<b>MARCH: SHOPPER MARKETING SUMMIT ISSUE</b>							
March	• Shopper Marketing Hall of Fame #1 • OMA Preview • Summit Keynoters		• Cough & Cold review			• Shopper Marketing Summit, NYC (March 27-29)	<b>Closing Date:</b> 1/16/17 <b>Materials Deadline:</b> 1/23/17 <b>Mail Date:</b> 2/22/17
<b>APRIL: GLOBALSHOP ISSUE</b>							
April	• Shopper Marketing Hall of Fame #2 • The Digital Shelf	• Who's Who in Shopper Marketing Agencies	• Super Bowl review			• GlobalShop (March 28-30) • NACDS (April 22-25)	<b>Closing Date:</b> 2/15/17 <b>Materials Deadline:</b> 2/22/17 <b>Mail Date:</b> 3/20/17
May	• Shopper Marketing Hall of Fame #3 • Working With Retailers		• March Madness review			• StratConn: Digital Shopper Marketing, Rosemont, IL (May 4-5)	<b>Closing Date:</b> 3/15/17 <b>Materials Deadline:</b> 3/22/17 <b>Mail Date:</b> 4/24/17
June	• Shopper Marketing EFFIE Winners	• Who's Who in Digital Shopper Marketing	• Private Label	• Digital Incentive Platforms		• League of Leaders (June 2017)	<b>Closing Date:</b> 4/14/17 <b>Materials Deadline:</b> 4/21/17 <b>Mail Date:</b> 5/24/17
July	• OMA Displays of the Year • Shopper Marketing for Home Improvement Channels		• P-O-P International			• Forum of Merchandising Executives (July 2017)	<b>Closing Date:</b> 5/15/17 <b>Materials Deadline:</b> 5/22/17 <b>Mail Date:</b> 6/23/17
August	• Transparency in Retail	• Who's Who in Shopper Marketing	• Summer Promotion review				<b>Closing Date:</b> 6/15/17 <b>Materials Deadline:</b> 6/22/17 <b>Mail Date:</b> 7/24/17
September	• Design of the Times Preview • Editors' Choice • EXPO Keynoters	• People to Watch	• Clicks-to-Bricks	• Shopper Marketing Agencies	• Retail Promo Guide Wall Chart		<b>Closing Date:</b> 7/14/17 <b>Materials Deadline:</b> 7/21/17 <b>Mail Date:</b> 8/24/17
<b>OCTOBER: PATH TO PURCHASE EXPO ISSUE</b>							
October	• Everywhere Commerce	• Who's Who in Shopper Insights	• Back to School review	• Retail & Shopper Insights	• Retail Digital Playbook Wall Chart	• Path to Purchase Expo, Rosemont, IL (Sept. 26-28)	<b>Closing Date:</b> 8/15/17 <b>Materials Deadline:</b> 8/22/17 <b>Mail Date:</b> 9/20/17
November	• Design of the Times Gold Awards		• "Store of the Future"				<b>Closing Date:</b> 9/15/17 <b>Materials Deadline:</b> 9/22/17 <b>Mail Date:</b> 10/24/17
December	• Design of the Times Platinum Awards • Best of the Times Award	• Who's Who in E-commerce	• 2017 New Product Launches	• E-Commerce	• Retail Receptivity Wall Chart		<b>Closing Date:</b> 10/16/17 <b>Materials Deadline:</b> 10/23/17 <b>Mail Date:</b> 11/27/17