

MONTH	FEATURED LONGFORM	FEATURES	BUSINESS STRATEGIES	SECTIONS
<b>JANUARY</b> <b>Ad Close:</b> Jan. 2, 2024 <b>Materials Due:</b> Jan. 5, 2024	<ul style="list-style-type: none"> <li>• <b>Vertical markets –</b> Tapping into key markets</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Tags &amp; Labels</li> <li>• <b>Promo Feature:</b> New Products for 2024</li> <li>• <b>Apparel Feature:</b> Athletic/Performance Apparel</li> </ul>	<ul style="list-style-type: none"> <li>• Practical Tips on Attracting and Retaining Talent, Building Company Culture, What Employees Want in a Leader and More</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Hot List:</b> Brochures, Umbrellas, Tumblers, Writing Instruments, Audio Accessories, Caps &amp; Head-wear, Signs &amp; Door Hangers</li> <li>• <b>Convergence Corner</b></li> </ul>
<b>FEBRUARY</b> <b>Ad Close:</b> Jan. 26, 2024 <b>Materials Due:</b> Jan. 31, 2024	<ul style="list-style-type: none"> <li>• <b>Topic TBD</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print:</b> Jumbo Rolls</li> <li>• <b>Promo:</b> Bags and Totes</li> <li>• <b>Apparel:</b> T-shirts* (Decoration boot camp - finding a decorator, environmental printing strategies, consumer demand for decoration types)</li> </ul>	<ul style="list-style-type: none"> <li>• How to use referrals to get more business</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Hot List:</b> Drinkware, Stickers &amp; Decals, USAMade, Memos &amp; Note Pads, Spa &amp; Relaxation, Name Tags &amp; Buttons, Napkins</li> <li>• <b>Convergence Corner</b></li> </ul>
<b>MARCH</b> <b>Ad Close:</b> March 1, 2024 <b>Materials Due:</b> March 6, 2024	<ul style="list-style-type: none"> <li>• <b>Women in Print &amp; Promo</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print:</b> Plastic Card/Gift Cards and Digital Business Cards</li> <li>• <b>Promo:</b> Premium Brands</li> </ul>	<ul style="list-style-type: none"> <li>• Time Management Hacks - Tips, avoiding wasted time on lengthy processes, how to find more in a day</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Hot List:</b> Candy &amp; Mints, Safety, Cups, Laptop Bags, Sunglasses, Wearable Tech, Plastic Cards</li> <li>• <b>Convergence Corner</b></li> </ul>
<b>APRIL</b> <b>Ad Close:</b> April 1, 2024 <b>Materials Due:</b> April 3, 2024	<ul style="list-style-type: none"> <li>• <b>2024 State of the Industry</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print:</b> Packaging</li> <li>• <b>Promo:</b> Tech</li> <li>• <b>Apparel:</b> 2024 Style Guide</li> </ul>	<ul style="list-style-type: none"> <li>• Best SEO Practices</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Hot List:</b> Outdoor Products, Keytags &amp; Keyrings, Beverage Insulators, Desk Accessories, Lotion &amp; Sunblock, Magnets, Towels &amp; Robes, Promo Tags</li> <li>• <b>Convergence Corner</b></li> </ul>
<b>MAY</b> <b>Ad Close:</b> April 26, 2024 <b>Materials Due:</b> April 4, 2024	<ul style="list-style-type: none"> <li>• <b>Consolidation in Print &amp; Promo, and whether M&amp;A is worth exploring</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print:</b> Direct Mail</li> <li>• <b>Promo:</b> Drinkware in an eco-friendly world</li> <li>• <b>Apparel:</b> Polos/Business Casual</li> </ul>	<ul style="list-style-type: none"> <li>• No More Cold Calls: How to optimize your first-impression emails in a millennial industry</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Hot List:</b> Journals &amp; Notebooks, Coolers, Snacks &amp; Gift Baskets, Phone &amp; Tablet, Backpacks &amp; Duf-fels, Laser Cut Sheets &amp; Unit Sets</li> <li>• <b>Convergence Corner</b></li> </ul>
<b>JUNE</b> <b>Ad Close:</b> May 28, 2024 <b>Materials Due:</b> May 31, 2024	<ul style="list-style-type: none"> <li>• <b>Social Media Guide V4</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print:</b> Political/Campaign Print for Election Season</li> <li>• <b>Promo:</b> Sports/Tailgating</li> <li>• <b>Apparel:</b> Caps/Headwear</li> </ul>	<ul style="list-style-type: none"> <li>• Networking Know-How: How to use in-person trade shows to level up your business (using Alliance SME's maybe)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Hot List:</b> Calendars, Sports Apparel &amp; Uniforms, Sports Bottles, Lunch Bags, Wine Accessories, T-shirts, Wrapping &amp; Gift Packaging</li> <li>• <b>Convergence Corner</b></li> </ul>
<b>JULY</b> <b>Ad Close:</b> June 28, 2024 <b>Materials Due:</b> July 3, 2024	<ul style="list-style-type: none"> <li>• <b>Topic TBD</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print:</b> Presentation Folders/ Brochures</li> <li>• <b>Promo:</b> Writing Instruments</li> <li>• <b>Apparel:</b> Loungewear and socks</li> </ul>	<ul style="list-style-type: none"> <li>• New Horizons: Working with a decoration vendor to add to your product offering</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Hot List:</b> Tech &amp; Audio, Automotive, Glassware &amp; Barware, Backpacks, Fleece &amp; Outdoor Apparel, Labels</li> <li>• <b>Convergence Corner</b></li> </ul>
<b>AUGUST</b> <b>Ad Close:</b> July 26, 2024 <b>Materials Due:</b> July 30, 2024	<ul style="list-style-type: none"> <li>• <b>Top Distributors</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print:</b> Wide-Format Printing</li> <li>• <b>Promo:</b> 4th Quarter Selling Guide</li> <li>• <b>Apparel:</b> The rise of gender-neutral apparel</li> </ul>	<ul style="list-style-type: none"> <li>• The Customer Always Right? When to offer gentle "no," and avoid conflict when necessary</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Hot List:</b> Chocolate, Blankets, Watches &amp; Jewelry, Planners, Rugged &amp; Safety Apparel, Greeting &amp; Holiday Cards</li> <li>• <b>Convergence Corner</b></li> </ul>
<b>SEPTEMBER</b> <b>Ad Close:</b> Aug. 30, 2024 <b>Materials Due:</b> Sept. 5, 2024	<ul style="list-style-type: none"> <li>• <b>CSR All-Stars</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print:</b> Pressure Seal</li> <li>• <b>Promo:</b> Holiday/Seasonal gifting</li> <li>• <b>Apparel:</b> Jackets and outerwear</li> </ul>	<ul style="list-style-type: none"> <li>• EXPO Preview</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Hot List:</b> Flags/Banners/Mats, Hand Sanitizer, Luggage &amp; Travel, Coffee Accessories, Cookies &amp; Baked Goods, Writing Instruments</li> <li>• <b>Convergence Corner</b></li> </ul>
<b>OCTOBER</b> <b>Ad Close:</b> Sept. 27, 2024 <b>Materials Due:</b> Oct. 2, 2024	<ul style="list-style-type: none"> <li>• <b>Top Suppliers/Supplier Excellence</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print:</b> Business Cards/Stationary</li> <li>• <b>Promo:</b> Food promos and food packaging</li> <li>• <b>Apparel:</b> Planning for 2025 (Apparelist pick-up)</li> </ul>	<ul style="list-style-type: none"> <li>• How to keep your regular customers (and turn new customers into regulars)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Hot List:</b> Awards, Caps &amp; Headwear, Badges &amp; Badge Holders, Lip Balm, Kitchen &amp; Household, Drinkware, Business Cards</li> <li>• <b>Convergence Corner</b></li> </ul>
<b>NOVEMBER/ DECEMBER</b> <b>Ad Close:</b> Nov. 29, 2024 <b>Materials Due:</b> Dec. 4, 2024	<ul style="list-style-type: none"> <li>• <b>2025 Buyer's Guide</b></li> </ul>			