



# 2017 Promotion Calendar

Dates	Major Sale Theme	Featured Brands	Mills	Promotions & Offers	POP Kit Quantity	POP Kit Recipients	POP Kit Type
March	<b>Anniversary Sale</b>	Generic	Mohawk		200	All	Regular
April - May 15	<b>Inspired Design Sale: Refresh Your Space</b>	Anso/Stainmaster	Shaw Tufftex	12 Month	90+	WebPro 3.0	Enhanced
June 15 - July 15	<b>Celebrate America Sale Event</b>	Generic	Mohawk	Instant Rebate	200	All	Regular
August 15 - Sept	<b>Inspired Design Sale: Fall Fashion Debut</b>	Anso/Stainmaster	Shaw Tufftex	12 Month 24 Month	90+	WebPro 3.0	Enhanced

Dates	Elective Sale Theme	Featured Brands	Mills	Promotions & Offers	POP Kit Quantity	POP Kit Recipients	POP Kit Type
Oct - Nov 15	<b>Shop for the Cause (Cancer Awareness)</b>	Anso/Stainmaster	TBD	No Interest until 2019	TBD (50)	Registered Participants	Custom

Dates	Holiday Sale Theme	Featured Brands	Mills	Promotions & Offers	POP Kit Quantity	POP Kit Recipients	POP Kit Type
Dec 26 - Jan 31	<b>New Year's Sale</b>	Generic	TBD		90+	WebPro 3.0	Regular
February	<b>President's Day Sale</b>	Generic	TBD		90+	WebPro 3.0	Regular
May 15 - June 15	<b>Memorial Day Sale</b>	Generic	TBD		90+	WebPro 3.0	Regular