

Each bimonthly edition of *Special Events* provides a comprehensive behind-the-scenes analysis of events from the professional's perspective—as well as solutions on event design, menu inspiration, sales-building strategies, business management tips and more. 100% of our subscribers are qualified event professionals who have directly requested their subscriptions or receive them as members of the International Special Events Society (ISES).

2012 Editorial Calendar

	SPECIAL FOCUS	ADDED FEATURES	DIVINE DECOR	ON TREND	FOOD FOR FÊTES	BONUS DISTRIBUTION
January/February Ad Close 12/09/11 Materials Due 12/17/11 Mail Date 01/05/12	<ul style="list-style-type: none"> • SPECIAL SHOW ISSUE • Annual Industry Forecast including Rental Forecast 	<ul style="list-style-type: none"> • 30 Years with <i>Special Events</i> Magazine • Profiles of Gala Nominees • 8th Annual List 25 Top DMCs 	<ul style="list-style-type: none"> • Spotlight on Decor Trends 2012 	<ul style="list-style-type: none"> • Hot Trends in Big Markets: New York, L.A., Chicago, Dallas, London, Florida (venue focus) 	<ul style="list-style-type: none"> • Cost- Effective Event Menus 	<ul style="list-style-type: none"> • The Special Event, January 24-27
March/April Ad Close 03/02/12 Materials Due 03/07/12 Mail Date 03/27/12	<ul style="list-style-type: none"> • ANNUAL WEDDING ISSUE 	<ul style="list-style-type: none"> • The Special Event Wrap story/Gala Award Winners 	<ul style="list-style-type: none"> • Spotlight on Centerpieces 	<ul style="list-style-type: none"> • Hot Trends in Event Occasions— which are growing, which are fading? 	<ul style="list-style-type: none"> • Wedding Reception Menus 	<ul style="list-style-type: none"> • HSMIA's Affordable Meetings Mid America, April 2012
May/June Ad Close 04/20/12 Materials Due 04/27/12 Mail Date 05/15/12	<ul style="list-style-type: none"> • ANNUAL "CATERED ARTS" ISSUE • 5th Annual Top 25 Catering Companies List 	<ul style="list-style-type: none"> • Tabletop Gallery recap from The Special Event 2012 	<ul style="list-style-type: none"> • Spotlight on Theme Decor 	<ul style="list-style-type: none"> • Hot Trends Entertainment 	<ul style="list-style-type: none"> • Appetizers/ Hors D'oeuvre 	<ul style="list-style-type: none"> • NACE, April 15-18 • HSMIA's Affordable Meetings West, June 2012
July/August Ad Close 06/18/12 Materials Due 06/24/12 Mail Date 07/14/12	<ul style="list-style-type: none"> • 25 YOUNG EVENT PROS TO WATCH • 11th Annual Corporate Event Study 	<ul style="list-style-type: none"> • Fabulous Festivals 	<ul style="list-style-type: none"> • Spotlight on Tabletop Design 	<ul style="list-style-type: none"> • Hot Trends In Branding Events 	<ul style="list-style-type: none"> • Stations/Bufets 	<ul style="list-style-type: none"> • Meeting Professional International, July 28-31 • ISES • HSMIA's Affordable Meetings National, September 2012
September/October Ad Close 08/22/12 Materials Due 08/29/12 Mail Date 09/18/12	<ul style="list-style-type: none"> • GALAS: FUNDRAISERS AND SOCIAL EVENTS • 11th Annual 50 Top Event Planning Companies 	<ul style="list-style-type: none"> • Exciting Exhibits and Trade Shows 	<ul style="list-style-type: none"> • Spotlight on Props 	<ul style="list-style-type: none"> • Hot Trends in Gala Decor 	<ul style="list-style-type: none"> • Desserts 	<ul style="list-style-type: none"> • Imex America, October 9-11
November/December Ad Close 10/25/12 Materials Due 10/28/12 Mail Date 11/20/12	<ul style="list-style-type: none"> • ANNUAL HOTEL & RESORT ISSUE • 15th Annual 30 Top Event Rental Companies 	<ul style="list-style-type: none"> • Great Tented Events 	<ul style="list-style-type: none"> • Spotlight on Lighting 	<ul style="list-style-type: none"> • Hot Trends in New Technology/ Software 	<ul style="list-style-type: none"> • Cocktails/Wine 	

Editorial calendar and bonus distribution are subject to change. Submissions for editorial consideration must be made at least 12 weeks in advance of publication date.

IN EVERY ISSUE

EDITOR'S PAGE: Editor Lisa Hurley helps readers put industry trends into perspective.

ON TREND: Expert forecasts on what's coming next in special events.

RENTAL ESSENTIALS: Successful party rental dealers share their insights on solving business challenges.

DIVINE DECOR: The hottest looks in events today.

CONFETTI: Tips, trends and tidbits.

FOOD FOR FÊTES: Focuses on planning menus, presentation of the food, and the tools necessary for the presentation.

CLASSIFIEDS: The one-stop source for employment, business and equipment opportunities.

THE LAST WORD: The last page profiles professionals who are shaping the industry.