

2010 EDITORIAL CALENDAR

	SPECIAL FOCUS	ADDED FEATURES	DIVINE DECOR	SITE LINES	FOOD FOR FETES	BONUS DISTRIBUTION
JANUARY/ FEBRUARY AD CLOSE 12/09/09 MATERIALS DUE 12/16/09 MAIL DATE 1/08/10	<ul style="list-style-type: none"> Special Show Issue Annual Industry Forecast including Rental Forecast 	<ul style="list-style-type: none"> Profiles of Gala Nominees 6th Annual Top DMCs List 	<ul style="list-style-type: none"> Decor: Rent or Build? 	<ul style="list-style-type: none"> New Orleans Sites 	<ul style="list-style-type: none"> Big Taste, Small Budget: Thrifty Event Menus 	<ul style="list-style-type: none"> The Special Event, January 12-15 ARA (The Rental Show) February 7-10
MARCH/APRIL AD CLOSE 2/16/10 MATERIALS DUE 2/23/10 MAIL DATE 3/15/10	<ul style="list-style-type: none"> Annual Wedding Issue The Special Event Wrap story/Gala Award Winners 	<ul style="list-style-type: none"> Hospitality at Sporting Events 	<ul style="list-style-type: none"> Before and After: Event Designers Take Spaces from Bare to Beautiful 	<ul style="list-style-type: none"> Wedding Venues 	<ul style="list-style-type: none"> Wedding Reception Menus 	<ul style="list-style-type: none"> HSMAI's Affordable Meetings Mid America, April 14-15
MAY/JUNE AD CLOSE 4/20/10 MATERIALS DUE 4/27/10 MAIL DATE 5/17/10	<ul style="list-style-type: none"> Annual "Catered Arts" Issue 3rd Annual Top Catering Companies List 	<ul style="list-style-type: none"> Tabletop Gallery recap from The Special Event The New World of Corporate Events Children's Events: Bar/Bat Mitzvahs, Birthday Parties 	<ul style="list-style-type: none"> Cost-effective Decor Tips 	<ul style="list-style-type: none"> Budget Friendly Venues 	<ul style="list-style-type: none"> Picnics 	<ul style="list-style-type: none"> HSMAI's Affordable Meetings West, June 16-17
JULY/AUGUST AD CLOSE 6/18/10 MATERIALS DUE 6/25/10 MAIL DATE 7/16/10	<ul style="list-style-type: none"> 2010 Buyers Guide Annual Corporate Event Study 	<ul style="list-style-type: none"> Festivals Event Entertainment NEW: Event Pros Worth Watching 	<ul style="list-style-type: none"> Steal This Look: One Awesome Event Image and All the Rentals, Lighting, Floral, etc. Used to Create the Look 	<ul style="list-style-type: none"> Get Smart: Historic and Educational Venues 	<ul style="list-style-type: none"> Cocktails 	<ul style="list-style-type: none"> Meeting Professional International, July 24-27 NACE, July 25-28 ISES, August 5-7 HSMAI's Affordable Meetings National, September 9-10
SEPTEMBER/ OCTOBER AD CLOSE 8/20/10 MATERIALS DUE 8/27/10 MAIL DATE 9/17/10	<ul style="list-style-type: none"> Galas: Fundraisers and Social Events 9th Annual 50 Top Event Planning Companies 	<ul style="list-style-type: none"> Exciting Exhibits and Trade Shows 	<ul style="list-style-type: none"> What's Old is New Again: How To Spruce Up Tried-and-True Themes 	<ul style="list-style-type: none"> Restaurants 	<ul style="list-style-type: none"> Food Art: Beautiful Presentations 	
NOVEMBER/ DECEMBER AD CLOSE 10/25/10 MATERIALS DUE 11/01/10 MAIL DATE 11/19/10	<ul style="list-style-type: none"> Annual Hotel & Resort Issue 13th Annual 30 Top Event Rental Companies list Annual Hotel Survey 	<ul style="list-style-type: none"> Great Tented Events 	<ul style="list-style-type: none"> Eco-friendly Event Decor 	<ul style="list-style-type: none"> The Great Outdoors: Vast Outdoor Areas 	<ul style="list-style-type: none"> Desserts 	

IN EVERY ISSUE

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

GALAS: A detailed profile of one event, focusing on logistics, coordination, catering, design and more.

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.

SITE LINES: Venues that make event magic.

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

GUEST ROOM: Interviews with industry experts offer insights and opinions to advance industry professionalism.

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

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

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.