

OUTDOOR SPORTS GROUP: ATTENDEE NEWSLETTER SCHEDULE



KEY:	New Jersey	Chicago	Shop Now!	Exhibitor
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Issue	Newsletter	Issue Date	GEO Targeted Region	Topic	Banner Ads Due
1	Outdoor Sports Group - Shop Now!	20-Mar	National	Spring Specials	15-Mar
2	Outdoor Sports Group - Shop Now!	21-Jun	National	Summer Special	15-Jun
3	Outdoor Sports Group - Shop Now!	23-Sep	National	Fall Specials	15-Sep
1	Garden State Outdoor Sports Show	16-Oct	GSOSS Database	Show Highlights	1-Oct
1	Chicago Outdoor Sports Show / Chicagoland Gun Show / Fire & Ice Show	16-Oct	COSS Database	Show Highlights	1-Oct
2	Garden State Outdoor Sports Show	20-Nov	GSOSS Database	Ticket Specials: Happy Thanksgiving!	1-Nov
2	Chicago Outdoor Sports Show / Chicagoland Gun Show / Fire & Ice Show	20-Nov	COSS Database	Ticket Specials: Happy Thanksgiving!	1-Nov
4	Outdoor Sports Group - Shop Now!	7-Dec	National	Holiday Specials - Winter Edition	1-Dec
3	Garden State Outdoor Sports Show	21-Dec	GSOSS Database	Happy Holidays: Sponsor Edition	1-Dec
3	Chicago Outdoor Sports Show / Chicagoland Gun Show / Fire & Ice Show	21-Dec	COSS Database	Happy Holidays: Sponsor Edition	1-Dec
5	Outdoor Sports Group - Shop Now!	31-Dec	National	Pre Show Specials: Happy New Year! Garden State & Chicago Outdoor Sports Show	15-Dec
4	Garden State Outdoor Sports Show / Fire & Ice Show Daily	1-Jan	GSOSS Database	Show Highlights: Exhibitor Preview	15-Dec
5		6-Jan		Thursday Preview: Great Door Prizes	1-Jan
6		7-Jan		Friday Preview	1-Jan
7		8-Jan		Saturday Preview	1-Jan
8		9-Jan		Sunday Preview	1-Jan
9		10-Jan		AM Edition	1-Jan
7	Outdoor Sports Group - Shop Now!	11-Jan	National	Pre Show Specials: Chicago Outdoor Sports Show	1-Jan
4	Chicago Outdoor Sports Show / Chicagoland Gun Show / Fire & Ice Show Daily	15-Jan	COSS Database	Show Highlights: Exhibitor Preview	11-Jan
5		19-Jan		Wednesday Preview: Great Door Prizes	11-Jan
6		20-Jan		Thursday Preview	11-Jan
7		21-Jan		Friday Preview	11-Jan
8		22-Jan		Saturday Preview	11-Jan
9		23-Jan		Sunday Preview	11-Jan
10		24-Jan		AM Edition	11-Jan
10	Garden State Outdoor Sports Show / Fire & Ice	1-Feb	GSOSS Database	Thank you! Attendees, Exhibitors & Sponsors: Great Post Show Specials	30-Jan
11	Chicago Outdoor Sports Show / Chicagoland Gun Show / Fire & Ice	1-Feb	COSS Database	Thank you! Attendees, Exhibitors & Sponsors: Great Post Show Specials	30-Jan
8	Outdoor Sports Group - Shop Now!	1-Mar	National	Post Show Specials	1-Feb

OUTDOOR SPORTS GROUP: EXHIBITOR NEWSLETTER SCHEDULE

Issue	Newsletter	Issue Date	GEO Targeted Region	Topic	Banner Ads Due
1	Outdoor Sports Group - Vendor Loyalty Program	Feb	National	Thank you	15-Jan
1		March	National	Early Bird Rate _ Resign Letter	15-Feb
2		May	National	Early Bird Deadline _ June 1	15-Apr
3		June	National	Summer Specials	15-May
4		July	National	4th of July	15-Jun
5		Aug.	National	Early Bird Deadline _ August 31	15-Jul
6		Sept.	National	Fall Specials	15-Aug
7		Oct.	National	Show Highlights: Its Not To Late To Exhibit!	15-Sep
8		Nov.	National	Thanksgiving Special	15-Oct
9		Dec.	National	Holiday Specials	15-Nov