

Send us photos of your displays!

Take photos of your merchandising displays, and enter them in the 2016 "Merchandising Award of Excellence" contest, sponsored by **Super Floral** and **Syndicate Sales**. Learn more on Page 30.

november

	SUN	MON	TUE	WED	THU	FRI	SAT
week 47	15	Revolution Day (Observed, Mexico). 16	Assemble products for Advent (begins Nov. 29). 17	18	Plan a festive party display for New Year's Eve (Dec. 31), and consider cross-merchandising possibilities. 19	Revolution Day (Traditional, Mexico). 20	21
week 48	22	Refresh your display for Thanksgiving (Nov. 26). 23	 24	25	Thanksgiving Day 26	27	Small Business Saturday 28

december

	SUN	MON	TUE	WED	THU	FRI	SAT
week 49	First Day of Advent 29	Offer products for Hanukkah (Dec. 7-14). 30	World AIDS Day 1	2	Create a display for Guadalupe Day (Mexico, Dec. 12). 3	Showcase gift-ready poinsettias for Poinsettia Day (Dec. 12). 4	 5
week 50	 6	Hanukkah (7-14) National Pearl Harbor Remembrance Day 7	Dazzle shoppers with a sparkly display for the first day of winter (Dec. 22). 8	9	Confirm your orders for Valentine's Day (Feb. 14). 10	11	Guadalupe Day (Mexico) Poinsettia Day 12
week 51	13	Refresh your display for Christmas (Dec. 25) with gift-ready options. 14	 15	16	For Kwanzaa (Dec. 26-Jan. 1), offer products in the holiday's colors of black, red and green. 17	18	19
week 52	20	Get customers thinking about New Year's Eve (Dec. 31) with a festive party display. 21	First Day of Winter 22	23	 24	Christmas 25	Boxing Day (Canada, U.K.) Kwanzaa (26-1/1) 26