

- AD CLOSING
- MATERIALS DUE

|   | JANUARY  | FEBRUARY  | MARCH  | APRIL   | MAY   | JUNE   |
|---|--|---|--|---|---|--|
|   | 12/2   | 1/6   | 2/8  | 3/9   | 4/7   | 5/9  |
|   | 12/9   | 1/13  | 2/15   | 3/16  | 4/14  | 5/16   |
| <b>SPECIAL REPORT</b>   | Bottler Of The Year  | Health & Wellness<br><b>new</b><br>FDA Dietary Guidelines | <b>Annual Beer Market Report</b>   | <b>Annual Soft Drink Report</b>   | <b>new</b><br>Generation Z/<br>Centennials                              | Top 100 Beverage Companies   |
| <b>CATEGORY FOCUS</b><br>Top brands<br>New products<br>Category sales results | Juice & Juice Drinks   | Wine  | Kombucha   | Spirits   | Sports & Protein Drinks   | Tea & RTD Tea  |
| <b>BEVERAGE R&amp;D</b>   | Product Development Outlook  | Cognitive Health  | Stevia, Erythritol, Monk Fruit & Masking   | Energy Ingredients  | Fiber & Probiotics<br>IFT Pre-Show Planner                              | Flavor Trends  |
| <b>INGREDIENT SPOTLIGHT</b>   | Antioxidants   | Domestic Fruits   | Coffee   | <b>new</b><br>Ginger  | Exotic Fruits   | Hydrocolloids  |
| <b>PACKAGING EQUIPMENT</b>  | Can Filling & Seaming  |   | Case Packers & Wrappers  | Filler Technology   |   |  |
| <b>PACKAGING MATERIALS</b>  | Caps & Closures  | Shrink & Stretch Labels                                   |  | Primary Packaging: Glass, Aluminum and Plastic  | Packaging Design  | Inks & Coatings  |
| <b>TRUCKS/ TRANSPORTATION</b>   | Top Operators — Fleet Profile  | Retreaded Tires   | Summer Fleet Preparation   | Top Operators — Fleet Profile   | Fifth Annual Fleet Graphics Award                                       | Fleet Leasing  |
| <b>CHANNEL STRATEGIES</b>   | Supermarkets   | Discount Retailers  | Drug Stores  | On-Premise  | Category Management & Merchandising                                     | Vending  |
| <b>WAREHOUSE/ DISTRIBUTION</b>  |  | Storage Systems   |  | DSD Handheld/ Software Solutions  | Carts & Hand Trucks   | Telematics   |
| <b>OPERATIONS</b>   | Reusable Packaging Systems   |   | Processing Automation  |   | Conveyor Systems  | New Facility Planning  |
| <b>OPERATIONS PERSPECTIVE</b>   | Closure Complexities   | The Multi-Pack Movement                                   | Processing: Totally Computerized   | Filling Speeds Limitations  | Conveying Containers  | Pallets & Shrink Wrap  |
| <b>SHOW COVERAGE</b>  |  |   |  | Natural Products Expo West<br>Food Safety & Security Summit Pre-Show  | ProMat  | Craft Brewers Conference & BrewExpo America                        |
| <b>BONUS DISTRIBUTION</b>   |  |   | <b>CRAFT BREWERS CONFERENCE</b><br>April 11-14, Washington, D.C.<br><b>NIGHTCLUB &amp; BAR SHOW</b><br>March 27-29, Las Vegas            | <b>FOOD SAFETY SUMMIT</b><br>May 9-11, Rosemont, Ill.<br><b>THE BEVERAGE FORUM</b><br>April 27-28, Chicago  |   | <b>IFT ANNUAL MEETING &amp; FOOD EXPO</b><br>June 25-28, Las Vegas |
| <b>SPECIAL OFFERS/ SUPPLEMENTS</b>  | PRODUCT DEVELOPMENT SURVEY AVAILABLE<br>BUY ONE, GET ONE<br>Buy a Full Page Ad & Get One of the Following Free:<br>- Full Page Ad<br>- Full Page Advertorial<br>- Banner Ad Placement on bevindustry.com for One Month |   | ANNUAL BEER CATEGORY REPORT SPONSORSHIPS AVAILABLE<br>FREE CRAFT BEER EXECUTIVE COMMENTARY with 1/2 Page or Larger Paid Ad in This Issue | <b>new</b><br>STATE OF THE INDUSTRY LRB & ALCOHOLIC SECTOR WEBINAR<br>FREE WHITE PAPER with Link for 3 Months Hosted on bevindustry.com with 1/2 Page or Larger Paid Ad in This Issue | FREE 1/6 PAGE IFT Profile with 1/2 Page or Larger Paid Ad in This Issue | CRAFT BEER WEBINAR   |

AD CLOSING  
MATERIALS DUE

| JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
|------|--------|-----------|---------|----------|----------|
| 6/9  | 7/7    | 8/10      | 9/8     | 10/10    | 11/9     |
| 6/16 | 7/14   | 8/17      | 9/15    | 10/17    | 11/16    |

AD CLOSE: 7/7  
MATERIALS DUE: 7/14

|   | JULY  | AUGUST  | SEPTEMBER  | OCTOBER  | NOVEMBER  | DECEMBER                                      |   |
|---|---|---|--|--|---|---|---|
| <b>SPECIAL REPORT</b>   | State of the Industry   | Digital Marketing Trends  | Wholesaler of the Year   | Executive of the Year                            | Craft Beer Report                                       | Innovations of the Year<br>Contract Packaging |   |
| <b>CATEGORY FOCUS</b><br>Top brands<br>New products<br>Category sales results | Plant Waters  | Energy Drinks & Energy Shots  | Coffee & RTD Coffee  | Bottled Water & Enhanced Water                   | Dairy Drinks & Dairy Alternatives                       | Private Label Beverages                       |   |
| <b>BEVERAGE R&amp;D</b>   | <b>new</b><br>Clean Label/<br>Non-GMO                           | Immune Health   | Sweeteners   | Performance Beverages                            | Color Concepts  | Fortification:<br>Vitamins & Minerals         |   |
| <b>INGREDIENT SPOTLIGHT</b>   | <b>new</b><br>Watermelon  | Citrus  | Botanicals   | <b>new</b><br>Chocolate                          | Protein   | Tea   |   |
| <b>PACKAGING EQUIPMENT</b>  | Inspection Equipment  | Coding Technology   | Labeling Equipment   |  | Plastic Bottle Manufacturing                            |   |   |
| <b>PACKAGING MATERIALS</b>  | Secondary Packaging   |   | Labeling Materials   | Pouches, Cartons, Aseptic & Bag-in-Box Packaging |   | Best Packages of 2017                         |   |
| <b>TRUCKS/ TRANSPORTATION</b>   | Top Operators — Fleet Profile                                   | Green Fleet Technology  | Fleet Survey Results   | Top Operators — Fleet Profile                    | New Product Roundup From The NA Commercial Vehicle Show | 2018 Truck Roundup                            |   |
| <b>CHANNEL STRATEGIES</b>   | Foodservice   | <b>new</b><br>Package Stores  | Convenience Stores   | Natural & Organic Retailers                      | Mass Merchandisers                                      | e-Commerce                                    |   |
| <b>WAREHOUSE/ DISTRIBUTION</b>  |   | Automated Guided Vehicles   | Forklifts  | Voice-Picking Technology                         | Warehouse Management Systems                            |   |   |
| <b>OPERATIONS</b>   | Palletizers & Depalletizers                                     |   |  | Robotics   | Sustainable Facility Goals                              | <b>new</b><br>Lab Testing Showcase            |   |
| <b>OPERATIONS PERSPECTIVE</b>   | Palletizers & Robotics  | Machine Speed Interface   | Coding Methods & Uses  | Aspetics: The Future                             | Container Configuration Issues                          | Plant Safety & Security                       |   |
| <b>SHOW COVERAGE</b>  |   | IFT Post-Show   | Pack Expo Pre-Show Planner   | Natural Products Expo East                       | SupplySide West<br>Pack Expo Post-Show                  |   |   |
| <b>BONUS DISTRIBUTION</b>   |   |   | <b>AMERICAS FOOD &amp; BEVERAGE SHOW</b><br>September 25-26, Miami<br><b>PACK EXPO</b><br>Sept 28-30, Las Vegas<br><b>NBWA CONVENTION</b><br>October 8-11, Las Vegas<br><b>NACS SHOW</b><br>October 17-20, Chicago |  |   |   |   |
| <b>SPECIAL OFFERS/ SUPPLEMENTS</b>  | STATE OF THE INDUSTRY REPORT<br>CATEGORY SPONSORSHIPS AVAILABLE | FREE 1/6 PAGE IFT Profile with 1/2 Page or Larger Paid Ad in This Issue | <b>2017 Annual Manual</b><br>THE INDUSTRY'S ONLY PRINT & ONLINE REFERENCE GUIDE<br>Contract Packaging Guide<br>Standard 8" x 10.75" Issue<br>FREE Corporate Profile Page with full-page paid ad in this issue      |  |   | NEW PRODUCT DEVELOPMENT WEBINAR & SUPPLEMENT  | FREE CAPITAL EXPENDITURE RESEARCH STUDY with 1/2 Page or Larger Paid Ad in This Issue<br><br>CRAFT BEER REPORT SPONSORSHIPS AVAILABLE |



**2017 Annual Manual**