

2018 CONTENT CALENDAR (1 OF 2)

ISSUE	THEME	PRODUCT COVERAGE	TOPICS	BONUS DISTRIBUTION
January SPACE: 12/4/17 MATERIALS: 12/18/17	THE ADVOCACY ISSUE The biggest issues facing the industry and how hoteliers can step up and have their voices heard.	<ul style="list-style-type: none"> ● Food & Beverage 	<ul style="list-style-type: none"> ● Volunteerism ● Government Policy ● Top 25 Markets 	<ul style="list-style-type: none"> ○ ALIS
February SPACE: 1/5/18 MATERIALS: 1/22/18	RENOVATE, REMODEL, RESTORE Keeping hotels in tip-top shape requires a lot of vision and hard work. This issue will spotlight hotels that have completed major renovations.	<ul style="list-style-type: none"> ● In-room Entertainment 	<ul style="list-style-type: none"> ● Group Business ● Brands ● Extended Stay Report 	
March SPACE: 2/5/18 MATERIALS: 2/20/18	HISTORIC HOTELS & THE FOUNDERS OF FRANCHISING A look at the history of the hotel industry and how it's changed over the years.	<ul style="list-style-type: none"> ● Locks, Safety & Security 	<ul style="list-style-type: none"> ● Brokers ● Top Development Markets ● Airport Hotels Report 	<ul style="list-style-type: none"> ○ Hunter Conference ○ AAHOA Conference ○ ILES
April SPACE: 3/5/18 MATERIALS: 3/20/18	GUIDE TO MANAGEMENT COMPANIES Comprehensive guide to the top management companies that includes interviews, good advice, and indispensable data.	<ul style="list-style-type: none"> ● Mattresses, Linens & Bedding 	<ul style="list-style-type: none"> ● Innovative Design ● State Lodging Associations 	<ul style="list-style-type: none"> ○ HD Expo ○ Meet the Money
May SPACE: 4/5/18 MATERIALS: 4/20/18	MAKING SMART INVESTMENTS In an era of uncertainty, how investors can maximize their investment dollars.	<ul style="list-style-type: none"> ● Carpets, Textiles & Wallcoverings 	<ul style="list-style-type: none"> ● Financing ● REITs ● Special Event Performance Report 	<ul style="list-style-type: none"> ○ NYU Investment Conference ○ CH&LA Conferences and Expos
June SPACE: 5/4/18 MATERIALS: 5/18/18	THE HOTEL OF THE FUTURE Automation, smart devices, voice recognition—all of the major technologies poised to make a big impact in hospitality.	<ul style="list-style-type: none"> ● Technology & Guest Connectivity ● HITEC Product Spotlight 	<ul style="list-style-type: none"> ● Internet of Things ● Mobile Capabilities ● HOST Almanac P&L Study 	<ul style="list-style-type: none"> ○ HITEC

KEY: ● Design | ● Food & Beverage | ● Finance | ● Human Resources | ● Marketing | ● Operations | ● Technology



2018 CONTENT CALENDAR (2 OF 2)

ISSUE	THEME	PRODUCT COVERAGE	TOPICS	BONUS DISTRIBUTION
July SPACE: 6/4/18 MATERIALS: 6/20/18	CELEBRATING INDEPENDENCE A look at independent properties and hoteliers who have carved their own niche in the lodging industry—from roadside motels to boutiques.	<ul style="list-style-type: none"> ● Lighting & Furnishings 	<ul style="list-style-type: none"> ● Soft Brand Guide ● Direct Booking ● Independent Report 	<ul style="list-style-type: none"> ○ NABHOOD Conference ○ ALIS Summer Update ○ Revenue Strategy Summit
August SPACE: 7/6/18 MATERIALS: 7/20/18	GUIDE TO FRANCHISES Covering nearly 100 brands across more than 20 companies, this issue contains all the details hoteliers need to make smart franchising decisions.	<ul style="list-style-type: none"> ● Pest Control & Cleaning Products 	<ul style="list-style-type: none"> ● Mixed-Use Properties ● Exit Strategies 	<ul style="list-style-type: none"> ○ Hotel Data Conference
September SPACE: 8/3/18 MATERIALS: 8/20/18	DECISIVE DEVELOPMENT With supply reaching a saturation point, how can hoteliers make the most of development dollars?	<ul style="list-style-type: none"> ● Equipment (HVAC, PTAC, Laundry, etc.) 	<ul style="list-style-type: none"> ● Drive-By Lawsuits ● SMERF Markets ● Full-Service Report 	<ul style="list-style-type: none"> ○ Lodging Conference ○ Stay Boutique
October SPACE: 9/6/18 MATERIALS: 9/21/18	INNOVATORS AND DISRUPTORS The movers, shakers, and thought leaders disrupting the industry and building the future of hospitality.	<ul style="list-style-type: none"> ● Bathroom Products 	<ul style="list-style-type: none"> ● Education ● Dual-Branded Properties ● Soft Brands Report 	<ul style="list-style-type: none"> ○ Best Western North American Convention
November SPACE: 10/5/18 MATERIALS: 10/22/18	WOMEN IN LODGING Successful female leaders speak about how the industry has changed in recent years and how they've developed their careers.	<ul style="list-style-type: none"> ● In-room Amenities ● HX Product Spotlight 	<ul style="list-style-type: none"> ● Medical Tourism ● Conversion Properties ● Destination MAP Report 	<ul style="list-style-type: none"> ○ HX: The Hotel Experience ○ RLHC Convention ○ BDNV
December SPACE: 11/5/18 MATERIALS: 11/20/18	MARKETPLACE, COMPANY PROFILES, & PERSON OF THE YEAR A comprehensive look at top hotel vendors, including deep-dive company profiles, as well as a profile of the biggest mover and shaker of 2018	<ul style="list-style-type: none"> ● Franchising ● Finance & Real Estate ● HVAC & Energy Mgmt. ● Security 	<ul style="list-style-type: none"> ● Design, Furnishings, & Purchasing ● Food & Beverage ● Technology & Entertainment 	<ul style="list-style-type: none"> ● Hotel Operations ● Management Companies ● Associations, Education, & Careers

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