

OPE 2020 CALENDAR

R29	R30	R31	R32
<p>January</p> <ul style="list-style-type: none"> ■ OPE's 2020 Industry Forecasts (Part I of II) ■ 12 Digital Marketing Tips ■ The Dealer/Landscaper Relationship ■ Show Preview ARA ■ Generators & Pressure Washers <p>Ad Close: 11/20/19 Materials Due: 11/22/19</p>	<p>February</p> <ul style="list-style-type: none"> ■ OPE's 2020 Industry Forecasts (Part II of II) ■ Creating Your Content Calendar ■ Attracting New Customers ■ EDA Insights ■ String Trimmers & Edgers <p>Ad Close: 12/17/19 Materials Due: 12/19/19</p>	<p>March</p> <ul style="list-style-type: none"> ■ Battery and Robotics ■ Maximizing Customer Engagement In-store ■ Employee Development ■ Hedge Trimmers & Brushcutters <p>Ad Close: 1/28/20 Materials Due: 1/30/20</p>	
<p>April</p> <ul style="list-style-type: none"> ■ Mower Trends 2020 ■ Online Reviews: The New Wave of Customer Service ■ Sales and Marketing ■ Show Preview National Hardware Show ■ Engines and Fuel Additives <p>Ad Close: 2/25/20 Materials Due: 2/27/20</p>	<p>May</p> <ul style="list-style-type: none"> ■ UTV Trends 2020 ■ Keeping Customers Loyal ■ EDA Insights ■ Turf Renovators (Aerators, Dethatchers, Seeders & Top dressers) <p>Ad Close: 3/24/20 Materials Due: 3/26/20</p>	<p>June</p> <ul style="list-style-type: none"> ■ Software and Solutions ■ The Power of E-mail Marketing ■ Product Staging ■ Battery-powered Equipment <p>Ad Close: 4/27/20 Materials Due: 4/29/20</p>	
<p>July</p> <ul style="list-style-type: none"> ■ Snow Removal and Ice Management Equipment ■ Top Tips for Managing Your Website ■ Inventory Management ■ Show Preview spoga+gafa ■ Debris Handlers (Blowers, Sweepers, Vacuums) <p>Ad Close: 5/26/20 Materials Due: 5/28/20</p>	<p>August</p> <ul style="list-style-type: none"> ■ Equipment Trends 2020 ■ Can You Be Found Online? ■ EDA Insights ■ Twenty for 2020 ■ Ground Breakers and Earth Movers (Trenchers, Tillers, Loaders, etc.) <p>Ad Close: 6/22/20 Materials Due: 6/24/20</p>	<p>September*</p> <ul style="list-style-type: none"> ■ GIE+EXPO 2020 Show Preview ■ The Social Media Landscape ■ Sales and Marketing ■ UTVs <p>Ad Close: 7/27/20 Materials Due: 7/29/20</p>	
<p>October*</p> <ul style="list-style-type: none"> ■ OPE Dealer State of the Industry Survey ■ Nurture Leads Into Customers ■ GIE+EXPO News and Notes ■ Walk-behind and Stand-on Mowers <p>Ad Close: 8/25/20 Materials Due: 8/27/20</p>	<p>November</p> <ul style="list-style-type: none"> ■ Year in Review ■ How's Your Reach? ■ Competing With Mass Merchants and Online Retailers ■ EDA Insights ■ Riding Mowers <p>Ad Close: 9/22/20 Materials Due: 9/24/20</p>	<p>December</p> <ul style="list-style-type: none"> ■ GIE+EXPO 2020 Post-show Recap ■ Being Social During the Holidays ■ Financial Management ■ Wood Handlers (Chain Saws, Chippers, Log Splitters & Stump Grinders) <p>Ad Close: 10/29/20 Materials Due: 11/2/20</p>	

* **Bonus Distribution:** September and October (GIE+EXPO 2020, Oct. 21-23, Louisville, Ky.)

Each issue of OPE also features the latest industry news, product news, financial news and more.