

# LODGING HOSPITALITY 2012 EDITORIAL CALENDAR

Topics	January 15	February 15	March 15	April 1	April 15	May 15	June 1	June 15	July 15	August 15	September 1	September 15	October 15	November 15	December
<b>Cover Story</b>	2012 Forecast	Succeeding With Social Media	ALIS Roundtable	Rate Raising Secrets	Design Awards	The Money Issue	Top of the Top	Technology Handbook	Franchising	Brands to Watch	MLIS Report	Design & Décor Handbook	Serving Chinese Travelers	New Development Opportunities	2013 Almanac
<b>Segment Report</b>	Upscale	Campus Hotels	Extended Stay	Luxury	Mixed-Use Properties	All-Inclusive Resorts	Top 50 Brands	Caribbean	Membership Chains	Conversions	Timeshare	Lifestyle Hotels	Conference Centers	Ski Resorts	Top Brands
<b>Lodging Real Estate</b>	CMBS 2.0	Transactions Update	Special Servicers	New Hotel Development	The ROI on Green	Financing Survey	Top Developers	BRIC Opportunities	Fair Franchising	EB5 Financing	Note Sales	Time to Sell?	Opportunities in Latin America	New York City Report	Top Owners
<b>Operations/ Feature Story</b>	ABCs of PIPs	Asset Management	Pet Friendly	Pool Operations	Renovations on a Budget	Working With Unions	Turnaround Strategies	Resort Fees	Outsourcing Labor	Leased F&B	Fitness Cenyers	Data Security	Coping With ADA	Spa Operations	Top Managers
<b>Design &amp; Décor</b>	Guestroom Furniture	Flooring	Wallcovering	Lighting	Green Design	Bedding	Bed & Bath Linens	Curb Appeal	Seating	Mirrors	Vacation Ownership Design	Lifestyle/ Boutique Design	Meeting Room Design	F&B Design	Design & Décor Handbook
<b>Technology</b>	Safety & Security	Digital Signage	Energy Management	Revenue Management	Cloud Computing	HSIA	Phones & Phone Systems	Technology Buyers Guide	Business Centers	Sales & Catering	PMS	Mobile Technology	Self-Service Technology	Point of Sale	Technology Handbook
<b>Behind the Scenes</b>	TV Programming	Ice Machines	Guestroom Amenities	Housekeeping	Laundry	Career Apparel	Mold Control	TVs	Outdoor Furniture	Insurance Trends	Pest Control	HVAC	Coffee Service	Minibars	2013 Product & Services Handbook
<b>Webinars</b>		Opportunities in Extended Stay		Making Your Hotel Pet-Friendly		Where to Find Financing			It's Time to Build Hotels		Pros & Cons of Cloud Computing			New Frontiers in Social Media	
<b>Events</b>	ALIS 1/23 – 1/25  Hospitality Law Conference 2/8 – 2/10	Digital Signage Expo 3/6 – 3/9  Hunter Conference 3/6 – 3/8  HR in Hospitality Conference 2/27 – 2/29	ARDA 4/1 – 4/5  Wyndham Hotels Conference 4/2 – 4/5		CHRIS 5/7 – 5/8  HD Expo 5/15 – 5/17  AAHOA 5/2 – 5/5	NRA Show 5/19 – 5/22  Choice Hotels Conference 5/22 – 5/24  NYU Investment Conference 6/3 – 6/5		HITEC 6/25 – 6/28	Midwest Lodging Investors Summit 7/16 – 7/18	Western Restaurant & Hospitality Expo	The Lodging Conference	HD Boutique  Vacation Ownership Investment Conference	LifeStyle/ Boutique Hotel Development Conference 10/17 – 10/19  International Hotel/Motel & Restaurant Show 11/10 – 11/13	Vantage Hospitality Conference	
<b>CLOSING DATES:</b> Space Closing Materials Due	<b>12/13</b> <b>12/16</b>	<b>1/13</b> <b>1/20</b>	<b>2/10</b> <b>2/17</b>	<b>3/2</b> <b>3/9</b>	<b>3/16</b> <b>3/23</b>	<b>4/13</b> <b>4/20</b>	<b>4/27</b> <b>5/4</b>	<b>5/11</b> <b>5/18</b>	<b>6/8</b> <b>6/15</b>	<b>7/13</b> <b>7/20</b>	<b>7/27</b> <b>8/3</b>	<b>8/17</b> <b>8/24</b>	<b>9/14</b> <b>9/21</b>	<b>10/3</b> <b>10/10</b>	<b>11/16</b> <b>11/21</b>