



# 2018 PROMOTIONAL EVENTS CALENDAR

CUSTOMER SERVICE & ORDERING: (Toll Free) 1-800-461-7272

### January

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5	6	7
New Year's Day						
PARA PREMIUM ZERO Launch Promotion, PARA ANNUAL BOOKING Dealers Private Discount,						
Order/Shipping Period: Jan 2nd to Mar 2nd, 10% OFF (Minimum \$1,500 Order).						
Order Period: Jan 2nd to Feb 16th (Minimum \$1,500 Order).						
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### February

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
PARA PREMIUM ZERO Launch Promotion, PARA ANNUAL BOOKING Dealers Private Discount,						
Order/Shipping Period: Jan 2nd to Mar 2nd, 10% OFF (Minimum \$1,500 Order).						
Order Period: Jan 2nd to Feb 16th (Minimum \$1,500 Order).						
5	6	7	8	9	10	11
12	13	14	15	16	17	18
Family Day <sup>1</sup> Valentine's Day						
PARA ANNUAL BOOKING Dealers Private Discount,						
Shipping Period: Feb 12th to Feb 28th.						
19	20	21	22	23	24	25
Family Day <sup>2</sup>						
26	27	28				

### March

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
PARA PREMIUM ZERO Launch Promotion						
5	6	7	8	9	10	11
PARA ULTRA MELAMINE HYBRID Launch Promotion, Daylight Savings (clock forward)						
Order Period: Mar 5th to Mar 30th, 10% OFF (No Minimum). St. Patrick's Day						
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		
Good Friday						

### April

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
PARA ULTRA MELAMINE HYBRID Launch Promotion, Easter Monday						
PARA ULTRA LONG WEEKEND Promotion, Shipping Period: April 2nd to April 27th, 10% OFF (No Minimum).						
Order Period: April 2nd to April 30th, 16.5% OFF (Minimum \$1,500 Order).						
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	PARA ULTRA LONG WEEKEND Promotion, Shipping Period: April 23rd to May 4th.					

### May

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
PARA ULTRA LONG WEEKEND Promotion, Shipping Period: April 23rd to May 4th.						
7	8	9	10	11	12	13
PARA ULTRA LONG WEEKEND PROMOTION, Mother's Day						
14	15	16	17	18	19	20
Consumer Sell-Out Sale: May 10th to May 22nd, BUY TWO GET ONE FREE						
21	22	23	24	25	26	27
Victoria Day						
28	29	30	31			

### June

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
Father's Day						

### July

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
Canada Day						
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

### August

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
PARA PREMIUM ZERO & PREMIUM FALL SALE PROMOTION, Order Period: Aug 1st to Aug 31st, 16.5% OFF (Minimum \$1,500).						
6	7	8	9	10	11	12
Civic Holiday						
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
PARA PREMIUM ZERO & PREMIUM FALL SALE PROMOTION, Shipping Period: Aug 27th to Sep 7th.						

### September

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
PARA PREMIUM ZERO & PREMIUM FALL SALE PROMOTION, Shipping Period: Aug 27th to Sep 7th.						
3	4	5	6	7	8	9
Labour Day						
10	11	12	13	14	15	16
17	18	19	20	21	22	23
PARA PREMIUM ZERO & PREMIUM FALL SALE PROMOTION, Consumer Sell-Out Sale: Sep 17th to Sep 28th, BUY TWO GET ONE FREE						
24	25	26	27	28	29	30

### October

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
Thanksgiving						
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
Halloween						

### November

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
Daylight Savings (clock back)						
5	6	7	8	9	10	11
Remembrance Day						
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

### December

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	Christmas	Boxing Day				
New Year's Eve						

<sup>1</sup> Family Day (BC) <sup>2</sup> Family Day (AB, ON, SK)

Event	Order Period:	Shipping Period:	Consumer Sell-Out Sale:
Event #1 – PARA Annual Booking Dealers Private Discount	January 2nd — February 16th	February 12th — February 28th	
Event #2 – PARA Premium Zero Launch Promotion	January 2nd — March 2nd	January 2nd — March 2nd	
Event #3 – PARA Ultra Melamine Hybrid Launch Promotion	March 5th — March 30th	April 2nd — April 27th	
Event #4 – PARA Ultra Long Weekend Promotion	April 2nd — April 30th	April 23rd — May 4th	May 10th — May 22nd
Event #5 – PARA Premium Zero & Premium Fall Sale Promotion	August 1st — August 31st	August 27th — September 7th	September 17th — September 28th
Event #6 – PARA Flex Promotion Dealers Private Discount	January 2nd — December 28th	January 2nd — December 28th	

NOTE: Please make sure all related point of purchase material are displayed in store on these dates.