



**DEFENSE COMMISSARY AGENCY**  
HEADQUARTERS 1300 E AVENUE FORT LEE, VIRGINIA 23801-1800

MPM

August 30, 2019

NOTICE TO THE TRADE – DECA NOTICE 19-65

SUBJECT: CY 2020 Promotional Calendars UPDATED from NTT 19-44

The purpose of this notice is to provide Industry with the attached updated CY 2020 National Display and Seasonal, Holidays, and Club Pack promotions calendars. These calendars provide industry with information necessary to submit product proposals for promotional consideration.

The significant change to this update occurs on the CY2020 Seasonal, Holiday, and Club Pack promotions calendar. A three (3) month gap was identified in the Annual Club Pack display dates.

Therefore, a one (1) time change will occur and the Annual Club Pack display dates will be October 1, 2020 – December 31, 2021. In order to close out the selection of the annual club packs prior to the release of the Fall/Winter Club Pack, submissions for the Annual Club Pack will occur earlier than normal, February 3-14, 2020.

Beginning in CY2022, the Annual Club Pack will be a true annual package corresponding with the calendar year.

The themes listed on the right side of the National Display Calendar include national holidays and significant events that will be the primary focus for each display period. Industry should submit products that match the theme and seasonality identified. DeCA will consider other promotional themes if there are opportunities for additional sales and excitement for our patrons.

In addition to display dates, the attached calendars provide submission deadlines for submitting promotional cost and adjustment information. Separate and earlier time requirements are listed for O-coded items to meet OCONUS order-ship-time.

Point of contact for this notice is Michael A. Pulley, [Michael.pulley@deca.mil](mailto:Michael.pulley@deca.mil) or (804) 734-8000, extension 48521.

Hector Granado  
Director, Marketing

Attachments:  
As stated  
cc:

Logistics  
Store Operations  
Area Directors  
Zone Managers  
Store Directors

PROUD, COMMITTED AND MORE.