



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

MPM

January 6, 2020

NOTICE TO THE TRADE – DECA NOTICE 20-16

SUBJECT: CY 2020 Promotional Calendars UPDATED, supersedes both NTT 19-65 and 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 Welcome Home Event (packaged published November 27, 2019) as well as a Pet Event Summer and a Pet Event Fall have been added.

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 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.