

2021 CALENDAR

January - December

Choose your ESP® Picks™ edition.

 Category	 Sales Close	 Materials Due	 Issue Date
PPE: Face Masks	12/4/20	12/11/20	1/11/21
Tech at Home	12/21/20	12/28/20	1/25/21
Cannabis	1/6/21	1/13/21	2/8/21
Health & Wellness	1/20/21	1/27/21	2/22/21
Golf Trends	2/3/21	2/10/21	3/8/21
National Nurses Week	2/17/21	2/24/21	3/22/21
Made in the USA	3/3/21	3/10/21	4/5/21
Summer Fun	3/17/21	3/24/21	4/19/21
Drinkware: Glass	3/31/21	4/7/21	5/3/21
Write Now-Pens!	4/14/21	4/21/21	5/17/21
Best in Bags	4/28/21	5/5/21	5/24/21
Pride + Promo	5/11/21	5/18/21	6/14/21
Back to School	5/26/21	6/2/21	6/28/21
Sports Uniforms	6/8/21	6/15/21	7/12/21
Hats & Caps	6/22/21	6/29/21	7/26/21
New for Fall	7/7/21	7/14/21	8/9/21
Breast Cancer Awareness	7/21/21	7/28/21	8/23/21
Holiday & Seasonal Products	8/4/21	8/11/21	9/13/21
Winter Weather Apparel	8/17/21	8/24/21	9/20/21
Travel Tech	9/1/21	9/8/21	10/4/21
Candy and Food Gifts	9/15/21	9/22/21	10/18/21
Pets + Promo	9/29/21	10/6/21	11/1/21
Protective Accessories & Safety Products	10/13/21	10/20/21	11/15/21
Drinkware: Best Insulated Cups/Mugs	10/26/21	11/2/21	11/29/21
New Products Preview - 2022	11/8/21	11/15/21	12/13/21
Retail Brands	11/18/21	12/1/21	12/27/21