

JANUARY

Report: Top Trends in Beauty

2017 Predictions

State of Retail Pharmacy Report

Vitamin, Mineral & Supplements

Diet & Weight Loss

Skin Care & Bath

Healthy Food

Show Distribution:

ECRM VMS
ECRM Branded Rx
ECRM Cosmetics

Issue date: 1/09

Ad close: 12/06

Ads due: 12/08

FEBRUARY

Report: Cough & Cold

Chronic Care Forum

Generics – GPHA
Pharmacy Tech & Automation

Home Health Care

Natural & Organic Beauty
Oral Care

Pet Care

Show Distribution:

NACDS Regional
ECRM Cough/Cold
ECRM Home Health Care
ECRM Retail Pharmacy –
Generic Rx
GPHA

Issue date: 2/6

Ad close: 1/10

Ads due: 1/12

MARCH

Report: CHPA View from the Top

Top Trends OTC

Issues Summit Report

Specialty Rx

Homeopathy

Men’s Grooming

Batteries

Greeting Cards

Show Distribution:

CHPA

Issue date: 3/13

Ad close: 2/14

Ads due: 2/16

APRIL

NACDS Annual

Health, Wellness and
Technology Roundtable

State of the
Industry Report:
Top Retailers

Show Distribution:

NACDS Annual

Issue date: 4/24

Ad close: 3/28

Ads due: 3/30

NACDS ANNUAL MEETING
DSN SHOW DAILY
APRIL 22-25, 2017

MAY

Report: Skin, Cosmetics, Bath

Annual Emerging
Brands Report

Hair Care

Ethnic Products

Show Distribution:

ECRM Skin and Bath

ECRM Multicultural
Health & Beauty

ECRM Hair Care

Issue date: 5/22

Ad close: 4/25

Ads due: 4/27

JUNE

Report: Diet, Sport, Vitamin, Nutrition

Vaccines
Pharmacy Tech &
Automation

Healthy Snacks
Organic

Show Distribution:

ECRM Diet, Vitamin and
Sports Nutrition

Issue date: 6/19

Ad close: 5/23

Ads due: 5/25

JULY

Report: Personal Care, Oral Care, Sun Care

Pharmacy State of the Industry:
Retail Clinics
Annual Report

Sexual Wellness
First Aid
Infant & Baby

Skin Care & Bath

Beverages & Snacks

Show Distribution:

ECRM Personal Care
ECRM Baby & Infant
ECRM Sun Care

Issue date: 7/10
Ad close: 6/13
Ads due: 6/15

AUGUST

Total Store Expo

Omnichannel Report
Top Category Trends
Health Care Report

Show Distribution:

NACDS TSE
ECRM Health Care

Issue date: 8/21
Ad close: 7/24
Ads due: 7/25

SEPTEMBER

Pharmacy Tech & Automation

Homeopathy
Foot Care
VMS

Oral Care

Greeting Cards

Issue date: 9/18
Ad close: 8/22
Ads due: 8/24

OCTOBER

Best of Supermarket

Specialty Rx
Analgesics
Digestives

Shave
Natural & Organic
Beauty

As Seen on TV

Issue date: 10/23
Ad close: 9/26
Ads due: 9/28

NOVEMBER

Top Trends OTC

Generics
Diabetes
Diagnostics
Women's Health

Cosmetics

Beverage/Snacks
Organic

Issue date: 11/20
Ad close: 10/24
Ads due: 10/26

DECEMBER

Year in Review

Pharmacy Innovator
Awards

Pharmacy Tech & Automation

Batteries

Issue date: 12/18
Ad close: 11/20
Ads due: 11/22

NACDS TOTAL STORE EXPO
DSN SHOW DAILY
AUGUST 19-22, 2017