

Period	Period dates	Thematic	Agent deadline for applications	Category deadline for approvals/declines	Agent deadline for promotional sales forecast
2017/2018 - Updated					
1	April 1 - April 22, 2017	Spring	28-Oct-16	18-Nov-16	Submit forecast with application
2	April 23 - May 20, 2017	Spring			Submit forecast with application
3	May 21 - June 17, 2017	Summer			16-Dec-17
4	June 18 - July 15, 2017	Summer	23-Dec-16	20-Jan-17	Submit forecast with application
5	July 16 - Aug 12, 2017	Summer			17-Feb-17
6	Aug 13 - Sept 9, 2017	Summer			17-Mar-17
7	Sept 10 - Oct 7, 2017	Fall	17-Feb-17	17-Mar-17	7-Apr-17
8	Oct 8 - Nov 4, 2017	Fall			5-May-17
9	Nov 5 - Nov 25, 2017	Holiday	21-Apr-17	19-May-17	2-Jun-17
10	Nov 26 - Dec 30, 2017	Holiday			15-Jun-17
11	Dec 31 - Jan 27, 2018	Winter	23-Jun-17	14-Jul-17	30-Jul-17
12	Jan 28 - Feb 24, 2018	Winter			25-Aug-17
13	Feb 25 - Mar 31, 2018	LCBO Curated	11-Aug-17	15-Sep-17	22-Sep-17