



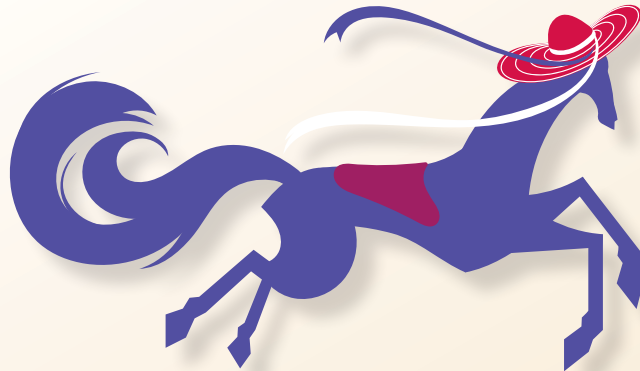
SuperMarketing Calendar

Smart Cart

Happy New Year! It's a brand new year with much to celebrate. With this first quarter edition, we send warm wishes for an amazing 2019.

Prepare now to join us **May 1-3** at the **InterContinental Hotel Buckhead** in **Atlanta, Georgia**, for **FSI's 33rd National In-Store Banking Conference!** Registration and details can be found on our website.

FSI's Idea Exchange is also coming in May to our conference. Submit your successful promotions to share with others and enter to win prizes for your team. To find or share ideas, sign on to **The Smart Cart** at www.supermarketbank.com today!



Enjoy all the festivities!

**FSI's 33rd National In-Store
Banking Conference**

May 1-3, 2019

**InterContinental Hotel Buckhead
Atlanta, Georgia**

January 2019

Su	M	Tu	W	Th	F	Sa
		1 New Year's Day	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 Martin Luther King, Jr. Day	22	23	24	25	26
27	28	29	30	31		



Toast to Great Rates

Take advantage of year-end auto deals with an auto refinance loan promotion. Decorate the branch in colorful confetti, cutouts of large champagne flutes, cars, and trucks. Invite store management to set up a display of champagne in front of your branch. Dress your staff in festive party hats and distribute party favors to children as you conduct aisle time. Cheers!



Relax & Recoup

During the month of January, choose a week or a busy day for your staff to set up not just a coffee stand, but a gourmet coffee stand. Display and serve three different blends of coffee to warm up store customers on a cold winter day.

While you have their attention, take the opportunity to introduce yourself. At the coffee, display a special offer/service from your financial institution. Work with your store management to co-host the activity. The most important detail of this event is that potential and existing customers/members are stopping and taking notice of your branch.



Ski the Financial Slopes Like a Pro

This month, decorate the branch with ski poles and cover the teller line in white paper to resemble snow. Hang snowflakes from the ceiling; then create a ski lift on the cabinets and have the staff wear scarves, toboggans and gloves. Distribute mock ski lift tickets that proclaim your message. You can highlight your investment services and savings accounts or ways to improve your credit score.

As the Mercury Dives... Your Savings Rise

Your customers/members are as unique as a snowflake, and so are their financial needs. Create a winter wonderland of snowflakes in multiple sizes. Use each snowflake to post your financial institution's products and services and hang them in your branch.

Wearing a fun toboggan, colorful gloves, and scarf, promote minor savings accounts during aisle time. Give out registration cards to encourage customers to stop by the branch and register for a \$50 savings bond for their child.



February 2019

Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
				<small>Valentine's Day</small>		
17	18	19	20	21	22	23
	<small>Presidents' Day</small>					
24	25	26	27	28		

*Make a Friend.
Make a Customer.®*

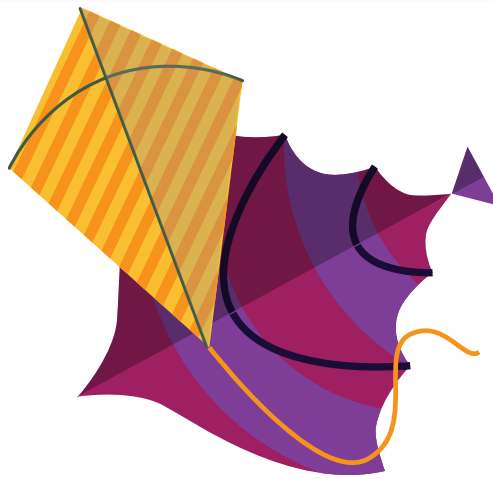
March 2019

Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Daylight Saving Time begins

St. Patrick's Day

First Day of Spring



Soaring Services

Assuming shoppers know what services you offer can be detrimental to your business. Remind store patrons with a fun, colorful, and impressive display of kites and windsocks this March. Include lightweight, streaming tails, and with a hidden fan, add movement into your display. On each kite, write a service or product your financial institution offers, such as free online bill pay, extended hours, and one-stop shopping. Offer a free kite for each new account opened.

Spring Fling

Spring is a season for celebration! Flowers are in bloom, people are stepping outside to enjoy the fresh air, and temperatures are rising. With the beautiful weather and flourishing surroundings, it's only natural that the timing feels right for a Spring-themed promotion. Invite your in-store florist to assist you with a bouquet-a-day-giveaway.



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