



2024

National Events Calendar

JANUARY

S	M	T	W	T	F	S
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				

FEBRUARY

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26	27	28				

MARCH

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APRIL

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MAY

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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■ Denotes major holidays

Q1

Q2

Q3

Q4

2023 New Year Sale

• Event Dates: 12/27/22 - 1/18/23

Presidents Day Sale

Serta Arctic: Save up to \$1000 (\$400 off mattresses + up to \$500 off Motion Perfect IV base)

iComfort & iComfort Hybrid: Save up to \$1000 (up to \$400 off mattresses + up to \$500 off Motion Perfect IV base)

Perfect Sleeper: Save \$200 on mattresses \$999+

Serta EZ Tote or MIAB: 10% off (online only)

• Event Dates: 2/1/23 - 2/27/23

• POP Order Cutoff Date: 12/23/22

Spring Savings Event

Serta Arctic: Save up to \$400 on mattresses

iComfort & iComfort Hybrid: Save up to \$400 on mattresses

Perfect Sleeper: Save \$200 on mattresses \$999+

Serta EZ Tote or MIAB: 10% off (online only)

• Event Dates: 3/8/23 - 3/27/23

• POP Order Cutoff Date: 2/1/23

Memorial Day Sale

Serta Arctic: Save up to \$900 (\$400 off mattresses + up to \$500 off Motion Perfect IV base)

Serta iComfort (current line) & iComfortECO: Save up to \$900 (up to \$400 off mattresses + up to \$500 off Motion Perfect IV base)

Serta EZ Tote or MIAB: 15% off (online only)

• Event Dates: 5/10/23 - 6/13/23

• POP Order Cutoff Date: 4/6/23

4th of July Sale

Serta Arctic: Save up to \$700 (\$400 off mattresses + up to \$300 off Motion Perfect IV base)

Serta iComfort (current line) & iComfortECO: Save up to \$700 (up to \$400 off mattresses + up to \$300 off Motion Perfect IV base)

Serta EZ Tote or MIAB: 10% off (online only)

• Event Dates: 6/14/23 - 7/10/23

• POP Order Cutoff Date: 5/10/23

Labor Day Sale

Serta Arctic: Save up to \$1000 (\$600 off mattress + up to \$400 off Motion Perfect IV base)

Serta iComfort (current line) & iComfortECO: Save up to \$900 (\$500 off mattress + up to \$400 off Motion Perfect IV base)

Serta Perfect Sleeper: Save \$100 on \$999+

Serta EZ Tote or MIAB: 15% off (online only)

• Event Dates: 8/16/23 - 9/11/23

• POP Order Cutoff Date: 7/13/23

Fall Savings Event

Serta Arctic: Save up to \$1000 (\$600 off mattress + up to \$400 off Motion Perfect IV base)

Serta iComfortECO: Save up to \$900 (\$500 off mattress + up to \$400 off Motion Perfect IV base)

Serta EZ Tote or MIAB: 15% off (online only)

• Event Dates: 10/4/23 - 10/18/23

• POP Order Cutoff Date: 9/13/23

Veterans Day/Black Friday Sale

Serta Arctic: Save up to \$1000 (\$600 off mattress + up to \$400 off Motion Perfect IV base)

Serta iComfortECO: Save up to \$900 (\$500 off mattress + up to \$400 off Motion Perfect IV base)

Serta Perfect Sleeper: Save \$100 on \$999+

Serta EZ Tote or MIAB: 15% off (online only)

• Event Dates: 11/1/23 - 12/4/23

• POP Order Cutoff Date: 10/4/23

2024 New Year Sale

Serta Arctic: Save up to \$700 (\$400 off mattress + up to \$300 off Motion Perfect IV base)

Serta iComfortECO: Save up to \$700 (\$400 off mattress + up to \$300 off Motion Perfect IV base)

Serta Perfect Sleeper: Save \$100 on \$999+

Serta EZ Tote or MIAB: 15% off (online only)

• Event Dates: 12/27/23 - 1/15/24

• POP Order Cutoff Date: 11/21/23

In order to receive printed POP by (in-store date), all orders must be placed on BrandHQ by (order cutoff date).

Note: Second half of year promotions still preliminary and subject to change.

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2024

National Events Calendar

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MARCH

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APRIL

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JUNE

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

■ Denotes major holidays: New Year's Day, MLK, Presidents Day, Memorial Day, 4th of July, Labor Day, Columbus Day, Veterans Day, Thanksgiving, Christmas

Q1

Q2

Q3

Q4

2024 New Year Sale

• Event Dates: 12/27/23 - 1/15/24

Presidents Day Sale

Serta Arctic: CLOSEOUT - Save up to \$1100 (\$700 off mattresses + up to \$400 off Motion Perfect IV base)
iComfortECO & iComfortECO Hybrid: Save up to \$900 (up to \$500 off mattresses + up to \$400 off Motion Perfect IV base)
Perfect Sleeper: Save \$100 on mattresses \$999+
Serta EZ Tote and MIAB: 10% off (online only)
• Event Dates: 1/31/24 - 2/26/24

Spring Savings Event

Serta Arctic: CLOSEOUT - Save up to \$1000 (\$700 off mattresses + \$300 off Motion Perfect IV base)
iComfortECO & iComfortECO Hybrid: Save up to \$700 (up to \$400 off mattresses + up to \$300 off Motion Perfect IV base)
Serta EZ Tote and MIAB: 15% off (online only)
• Event Dates: 3/20/24 - 4/1/24

Memorial Day Sale

iComfortECO & iComfortECO Hybrid: Save up to \$900 (up to \$500 off mattresses + up to \$400 off Motion Perfect IV base)
Perfect Sleeper: Save \$100 on mattresses \$999+
Serta EZ Tote and MIAB: 10% off (online only)
• Event Dates: 5/15/24 - 6/10/24

4th of July/Summer Sale

• Event Dates: 6/26/24 - 7/22/24

Labor Day Sale

• Event Dates: 8/14/24 - 9/9/24

Fall Savings Event

• Event Dates: 10/2/24 - 10/16/24

Veterans Day/ Black Friday Sale

• Veterans Day Event Dates: 11/6/24 - 11/17/24
• Black Friday Event Dates: 11/18/24 - 12/2/24

2025 New Year Sale

• Event Dates: 12/18/24 - 1/6/25

In order to receive printed POP by (in-store date), all orders must be placed on BrandHQ by (order cutoff date).

Note: Second half of year promotions still preliminary and subject to change.

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