

Celebrating
79
Years

MID-CITY SUPPLY COMPANY, INC.

WHOLESALE

2026 MARKETING CALENDAR

January

2 – 30	Monthly Pipeline: <i>Old Products Become New Again</i>	All Locations
2 – 30	Counter Days	Select Locations
2 – 30	Digital Signage at the Sales Counter	All Locations
2 – 30	Weekly Tech Topic	All Locations
10	Cup of Joe Monthly eNewsletter	All Locations
17	New Product Announcement Email	All Locations
31	HVAC & Plumbing Trainings	TBA

February

2	Monthly Pipeline: <i>Mardi Gras</i>	All Locations
2 – 28	Counter Days	Select Locations
2 – 28	Digital Signage at the Sales Counter	All Locations
6 – 27	Weekly Tech Topic	All Locations
10	Showroom Advertising Campaign Cup of Joe eNewsletter	Select Markets All Locations
17	New Product Announcement Email	All Locations
25	Indiana Rep Summit (HVAC & Plumbing)	Warsaw, IN
26	Michigan Rep Summit (HVAC & Plumbing)	Sturges-Young Center for the Arts

2026 MARKETING CALENDAR

March

2	Monthly Pipeline: <i>Mike Madness: Honoring Mike Smith's Retirement & 40 Years with Mid-City Supply</i>	All Locations
2 – 31	Counter Days	Select Locations
2 – 31	Digital Signage at the Sales Counter	All Locations
6 – 27	Weekly Tech Topic	All Locations
10	Showroom Advertising Campaign Cup of Joe eNewsletter	Select Markets All Markets
17	New Product Announcement Email	All Locations
31	HVAC & Plumbing Trainings	TBA

April

1	Spring Stock-Up Program	All Locations
1 – 30	Counter Days	Select Locations
1 – 30	Digital Signage at the Sales Counter	All Locations
3 – 24	Weekly Tech Topic	All Locations
7	Update for 2028 Incentive Trip	All Locations
10	Designer Event Cup of Joe eNewsletter	TBA All Locations
17	New Product Announcement Email	All Locations
30	HVAC & Plumbing Trainings	TBA

May

1	Spring Tool Extravaganza	All Locations
1 – 29	Counter Days	Select Locations
1 – 29	Digital Signage at the Sales Counter	All Locations
1 – 29	Weekly Tech Topic	All Locations
6	Update for 2028 Incentive Trip	All Locations
10	Showroom Advertising Campaign Cup of Joe eNewsletter	Select Markets All Locations
17	New Product Announcement Email	All Locations
29	HVAC & Plumbing Trainings	TBA

2026 MARKETING CALENDAR

The Customer Steak Fry & Tabletop Events will kick off in June, with one steak fry held weekly through August.

June

1	Monthly Pipeline: <i>Products from Around the World</i>	All Locations
1 – 30	Counter Days	Select Locations
1 – 30	Digital Signage at the Sales Counter	All Locations
1 – 30	Parade Of Homes (Primary Sponsor)	Select Markets
5 – 26	Weekly Tech Topic	All Locations
5	Update for 2028 Incentive Trip	All Locations
10	Cup of Joe eNewsletter	All Locations
15	New Product Announcement Email	All Locations
18	Summer Steak Fry & Tabletop Event	Coldwater, MI
20	Mid-City Motor Show (Car Show)	Elkhart, IN
25	Summer Steak Fry & Tabletop Event	Jenison, MI
26	HVAC & Plumbing Trainings	TBA

July

1	Monthly Pipeline: <i>USA's 250th Birthday!</i>	All Locations
1 – 31	Counter Days	Select Locations
1 – 31	Digital Signage at the Sales Counter	All Locations
1 – 31	Parade of Homes (Primary Sponsor)	Select Markets
2	Summer Steak Fry & Tabletop Event	South Bend, IN
3 – 31	Weekly Tech Topic	All Locations
8	Update for 2026 Incentive Trip	All Locations
9	Summer Steak Fry & Tabletop Event	Springfield, MI
10	Cup of Joe eNewsletter	All Locations
16	Summer Steak Fry & Tabletop Event	Plymouth, IN
17	New Product Announcement Email	All Locations
23	Summer Steak Fry & Tabletop Event	Warsaw, IN
30	Summer Steak Fry & Tabletop Event	Sturgis, MI

2026 MARKETING CALENDAR

August

3	Monthly Pipeline: <i>Fast Times at Mid-City Supply</i>	All Locations
3 – 31	Counter Days	Select Locations
3 – 31	Digital Signage at the Sales Counter	All Locations
3 – 31	Parade of Homes	Select Markets
7 – 21	Weekly Tech Topic	All Locations
6	Summer Steak Fry & Tabletop Event	Michigan City, IN
6	Update for 2028 Incentive Trip	All Locations
10	Cup of Joe eNewsletter	All Locations
17	New Product Announcement Email	All Locations
20	Summer Steak Fry & Tabletop Event	Elkhart, IN
31	HVAC & Plumbing Trainings	TBA

September

2	Fall Stock-Up Program	All Locations
2 – 30	Counter Days	Select Locations
2 – 30	Digital Signage at the Sales Counter	All Locations
4 – 21	Weekly Tech Topic	All Locations
6	Update for 2028 Incentive Trip	All Locations
10	Showroom Advertising	Select Locations
	Cup of Joe eNewsletter	All Locations
17	New Product Announcement Email	All Locations
30	HVAC & Plumbing Trainings	TBA

October

1	Monthly Pipeline: <i>Scary IAQ & Creepy Water Quality</i>	All Locations
1 – 30	Counter Days	Select Locations
1 – 30	Digital Signage at the Sales Counter	All Locations
2 – 30	Weekly Tech Topic	All Locations
7	Update for 2026 Incentive Trip	All Locations
10	Designer Event	TBA
	Cup of Joe eNewsletter	All Locations
17	New Product Announcement Email	All Locations
30	HVAC & Plumbing Trainings	TBA

2026 MARKETING CALENDAR

To better accommodate potential northern weather, Michigan's Holiday Hog Roast Events have been moved to the first week of December, followed by Indiana.

November

2	Fall Tool Extravaganza	All Locations
2 – 20	Counter Days	Select Locations
3 – 30	Digital Signage at the Sales Counter	All Locations
6 – 27	Weekly Tech Topic	All Locations
7	Update for 2028 Incentive Trip	All Locations
10	Showroom Advertising Campaign Cup of Joe eNewsletter	Select Markets All Locations
17	New Product Announcement Email	All Locations
30	HVAC Trainings	TBA
30	Plumbing Trainings	TBA

December

1	Monthly Pipeline: <i>The Grinch Who Rocked the Ugly Sweater</i>	All Locations
1 – 31	Digital Signage at the Sales Counter	All Locations
1	Holiday Hog Roast Tabletop/Charity Toy Drive Event	Sturgis, MI
2	Holiday Hog Roast Tabletop/Charity Toy Drive Event	Springfield, MI
3	Holiday Hog Roast Tabletop/Charity Toy Drive Event	Coldwater, MI
4	Holiday Hog Roast Tabletop/Charity Toy Drive Event	Jenison, MI
4 – 23	Weekly Tech Topic	All Locations
7	Update for 2028 Incentive Trip	All Locations
7	Holiday Hog Roast Tabletop/Charity Toy Drive Event	Michigan City, IN
8	Holiday Hog Roast Tabletop/Charity Toy Drive Event	Warsaw, IN
9	Holiday Hog Roast Tabletop/Charity Toy Drive Event	Plymouth, IN
10	Cup of Joe eNewsletter	All locations
10	Holiday Hog Roast Tabletop/Charity Toy Drive Event	South Bend, IN
11	Holiday Hog Roast Tabletop/Charity Toy Drive Event	Elkhart, IN
17	New Product Announcement Email	All Locations