| Month | Day | Date | Activity | | |
|----------|-----------|------|---|--|--|
| January | Friday | 5 | Registration opens – Early Bird Rates | | |
| | Wednesday | 31 | Early Bird Rates closed | | |
| | | | | | |
| February | Thursday | 1 | Rates change – Normal Rates | | |
| | Monday | 19 | Normal Rates closed | | |
| | Tuesday | 20 | Rates change – Late Rates | | |
| | Tuesday | 20 | Trail Contacts meeting 6pm @Atelier | | |
| | Thursday | 28 | Registration closed | | |
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| March | Tuesday | 5 | PR & Marketing meeting 6pm @Atelier | | |
| | Tuesday | 12 | New Venues meeting 6pm @Atelier | | |
| | Monday | 25 | Brochure proofs out | | |
| | Thursday | 28 | Brochure proofs back | | |
| | | | | | |
| April | Tuesday | 23 | Brochure deliveries and distribution starts | | |
| | Wednesday | 24 | Launch Party @The Old Market | | |
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| May | Saturday | 4 | Festival starts | | |
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