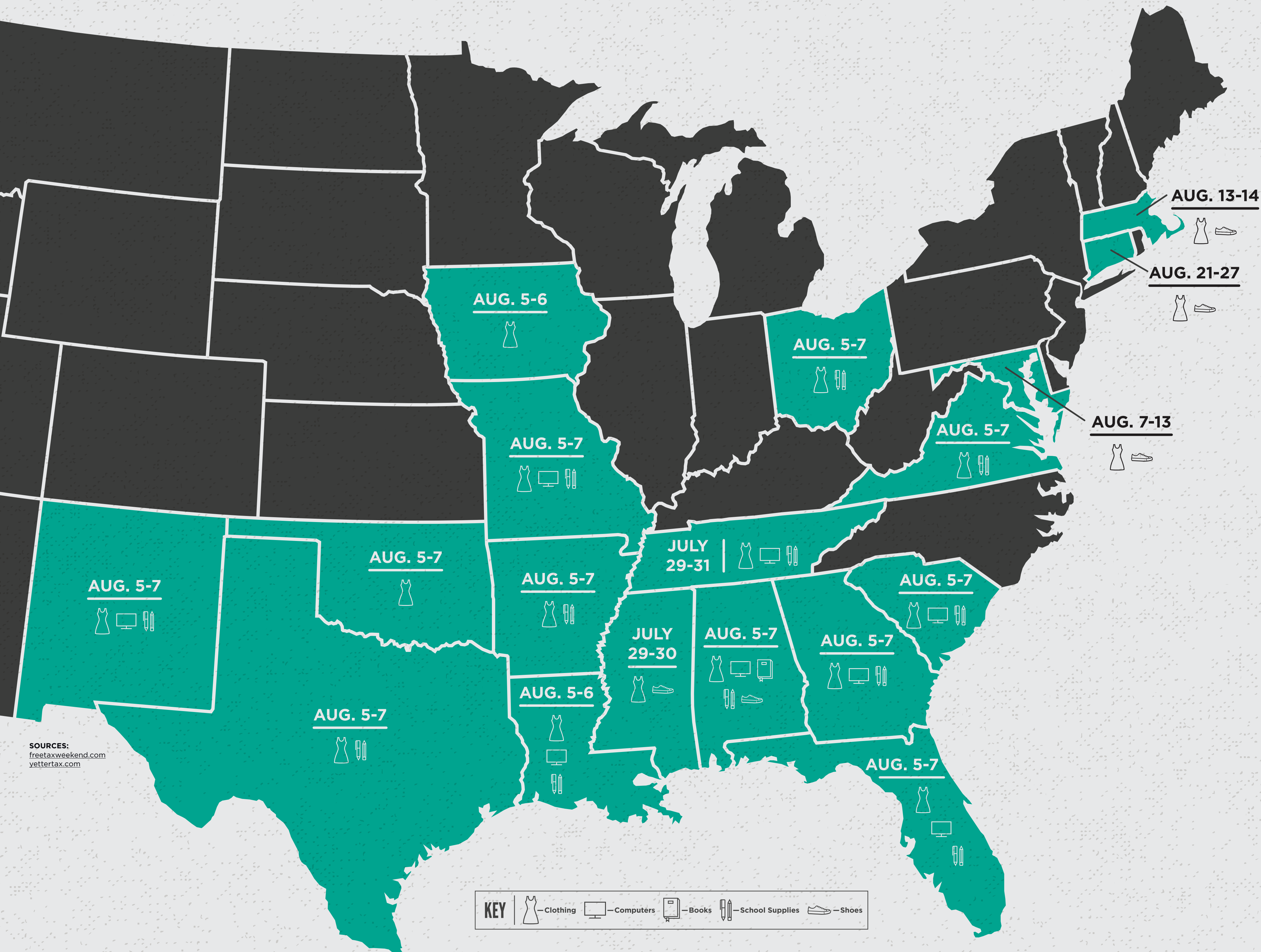


TAX FREE WEEKEND 2016

Tax free weekends are going to be here sooner than you know! There are 18 states participating this year and the most common tax-free items include clothing and school supplies. These sales tax holidays are a way the government stimulates a state's economy because it encourages consumers to buy

more during back-to-school season. While most state's tax free weekends take place the first weekend of August, they vary by state. Check out the map below to see if your state offers a sales tax holiday and see what types of products you can save on!



As a retailer, you need to be prepared for the extra traffic in your store during these weekends. Make sure your point of sale system is set up to exclude sales tax. Additionally, give shoppers a reason to stay and spend more in your store. Create vibrant signage, advertise promotions, and staff your store appropriately in order to encourage customers to purchase.

Check out our **Ultimate Marketing Calendar for Retailers** for tips on reaching your customers and telling them about the sales tax holiday!

If you currently use RICS, [click here](#) to learn how to get set up for Tax Free Weekend!