

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear Inflatable Producer:

We are pleased to tell you that the April/May issue of **CREATIVE** will carry a major story, “**Inflatable Promotions 2014**,” which will update the role of inflatables for point of purchase displays, dealer loaders, premium promotions, interactive games, exhibits and sports and special events.

Inflatables generate attention and excitement in the retail store and they are used for point of purchase displays, premium promotions, product replicas, etc. Giant inflatables are an important tool for a business event or show and they can be used to attract attention and viewers and can be used for sampling, contests, games, etc.

We invite you to participate in this story by sending us full color images of your newest and best inflatables programs plus a complete case history on its use.

Please send all material to us by April 21.

Thanks for your help in making this an exciting and informative article for our readers. Call me at 516-378-0800 or e-mail me at [larry@creativemag.com](mailto:larry@creativemag.com) if you need additional information or wish to discuss this story.

Sincerely,

Larry Flasterstein  
Publisher

LF/sb  
Enc.