

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

31 Merrick Avenue • Merrick, NY 11566 • (516) 378-0800 • FAX 516-378-0884

[www.creativemag.com](http://www.creativemag.com) • [larry@creativemag.com](mailto:larry@creativemag.com)

Dear Display Executive:

We are pleased to tell you that the September issue of CREATIVE will carry a **Creative Spotlight – Consumer Electronics Displays**.

**The Creative Spotlight – Consumer Electronics Displays** will showcase in full color the best recent displays created for consumer electronics products. The story will cover all types of displays from temporary to permanent for consumer electronics products. The consumer electronics industry has recently introduced an array of new products, from new video games and computer products to mobile phones and high definition TV and video products; and point-of-purchase displays have played an important role in introducing these products to consumers.

We invite you to participate in this feature by submitting information about a p.o.p. display that your firm has recently created for a consumer electronics product. Please describe the display and the retail outlets which it has been designed to be placed in. We also need a full color image. Enclosed is a form to use in supplying us with information and images for this article.

Please send all material to us by September 8<sup>th</sup>. Thank you for your cooperation on this important feature.

Please call me at 516-378-0800 if you have any questions, or need additional information or email me at [larry@creativemag.com](mailto:larry@creativemag.com)

Sincerely,

Larry Flasterstein  
Publisher

LF/sb  
Enc.