

# 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 P.O.P. Producer:

We are pleased to tell you that the September issue of **CREATIVE** will carry a **Creative Casebook – Health & Beauty Aid Displays**.

The Creative Casebook showcases the best displays of the past six months and will include every type of P.O.P. display, including corrugated displays, promotional displays, permanent displays, fixtures, wire displays, inflatables and banners and signs. The Creative Casebook will be presented in full color to dramatize and highlight each display and to make this information useful for P.O.P. buyers who are looking for success stories on the use of displays.

We invite you to participate in our Creative Casebook. Enclosed is a form to use in sending us information and photographs for this article. Please fill out this form and return it to us with a full color image of any outstanding display program, which your company has designed or produced during the past six months. You may submit several case histories by simply duplicating the attached form.

Please send all material to us by September 8<sup>th</sup>. Thank for your cooperation on this important feature. Please call me at 516-378-0800 or email me at [larry@creativemag.com](mailto:larry@creativemag.com) if you have any questions or need to discuss.

Cordially,

Larry Flasterstein  
Publisher

LF/sb  
enc.