

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear P.O.P. Executive:

We are pleased to tell you that the February/March issue of CREATIVE, The GlobalShop issue, will carry a **Creative Casebook - Displays**.

The Creative Casebook can run the complete gamut of point of purchase materials and can range from counter displays, floor displays, signage, etc. The Creative Casebook, as always, will be presented in full color to dramatize and highlight each P.O.P. unit 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 submit case histories for consideration for our Creative Casebook. Enclosed is a form to use in supplying us with information and images for this article.

Please fill out this form and return it to us with a full color image of any outstanding display or sign, 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 February 27. Thanks 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.