

CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear POPAI Member:

We are pleased to tell you that the February/March issue of **CREATIVE**, our GlobalShop Show issue, will present a full color preview of the **2015 POPAI Award** entries. This year close to, 1,000 signs and displays are expected to compete for POPAI Gold, Silver and Bronze OMA's.

The POPAI Award entries will be displayed on the floor of GlobalShop, March 24 – 26 in the categories in which they have been entered and our story will enable show visitors to seek out the award entries they are interested in. As always, we will be featuring a selection of award entries in full color, with full credits and case histories on each entry.

To have your displays considered for our **POPAI Awards** story, please fill out the enclosed form and return it to us with images of your award entries. Please indicate the category in which it has been entered. You may submit additional award entries by simply duplicating the attached form.

All material must be sent to us by February 27.

Please help us make this an exciting and informative issue for GlobalShop visitors and for all P.O.P. buyers. Thanks for your cooperation. If you have any questions, or need additional information, please call me at 516-378-0800 or email me at larry@creativemag.com.

Cordially,

Larry Flasterstein
Publisher

LF/sb
enc.