

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear Exhibit Executive:

The February/March issue of **CREATIVE** will carry its annual forecast “**Exhibit Trends, 2016**,” which will provide our readers with facts and information on the trade show industry.

**CREATIVE** reaches over 15,000 display and exhibit managers in the leading corporations throughout the U.S. Our readers traditionally look forward to this article to discover the new exhibit trends, which will help them to be successful exhibitors in the year ahead.

We invite you to send in material and photographs on your company and your products so that you can participate in “**Exhibit Trends, 2016**.” We are looking for new types of modular exhibits, new exhibit materials, outstanding custom exhibits and rental exhibits, plus any new trends in training, staffing, transportation and installation.

Please send us full color image and a 100 word descriptions of your newest trade show products, which you have introduced during the past year. You may submit several case histories and photos for each of your exhibits.

Please send all materials to us by February 29. Thanks for your cooperation on this important feature. Please call me at 516-378-0800 if you have any questions or need additional information, email me at [larry@creativemag.com](mailto:larry@creativemag.com)

Cordially,

Larry Flasterstein  
Publisher

LF/sb  
enc.