

CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear Exhibit Executive:

We are pleased to tell you that the September issue of **CREATIVE** will present a unique feature, "**The Exhibit Budget Guide - What Your Exhibit Dollars Can Buy.**"

The September issue of **CREATIVE** will show our readers, the major exhibit buyers throughout the nation, "what their exhibit dollars can buy - and how to get the most out of their exhibit budget." This story, which will be presented in exciting full color, will feature the various exhibit options including custom exhibits, modular exhibits, packaged exhibits and rental exhibits.

We invite you to participate in this story by sending us a color image plus a 100 word description of the various exhibit options which your company offers. We want you to include information on special features, materials and construction, plus the price range of each exhibit. Price ranges should be indicated in the following price categories: under \$1000, \$1000 - \$5000, \$5000 - \$10,000, \$10,000 - \$25,000, \$25,000 - \$50,000, etc. Please send us color images for this story. We have attached a form for you to fill out for each exhibit submission.

All material and images must be sent to us by August 29.

We want to thank you for your help and cooperation in making this an exciting and informative feature for exhibit buyers throughout the nation. Please call me at 516-378-0800 or e-mail me at larry@creativemag.com if you have any questions or need to discuss.

Cordially,

Larry Flasterstein
Publisher

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Enc.