

# 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 Exhibit Executive:

We are pleased to tell you that we will again publish the **2016 Color Illustrated Guide to Exhibits and Exhibit Services** in the June/July issue of **CREATIVE**. The **Color Illustrated Guide** has proven to be exciting and visually appealing to the exhibit buyer.

The exhibit industry has rebounded and exhibit buyers are looking for new exhibits for their national shows, their regional shows and their overseas shows.

Attached you will find the Order Form for the **Color Exhibit Illustrated Guide**. Each color listing in the Exhibit Guide costs \$500.00, which covers the cost of the space and the cost of preparing 4-color separations. Please send an image for each listing desired.

Each listing will be published in the category which best describes your exhibit or exhibit service, which you select. If your company works in more than one category, you can obtain multiple listings in each category you desire by simply duplicating the enclosed Order Form.

If your company appeared in last year's **Color Illustrated Guide** your listing is attached on the enclosed form. Please make any corrections or changes right on the form itself. If your listing is correct, please mark it "O.K." If this is a new listing, please fill out the form as clearly and concisely as possible to attract specific inquiries to your company.

The entire **Color Illustrated Guide to Exhibits and Exhibit Services** will be featured on our web site throughout the upcoming year, giving you extra value and extra longevity for your listing.

We promise you a dynamic and exciting **Color Illustrated Guide to Exhibits and Exhibit Services**, which will bring unparalleled attention and will generate business for your company. Closing date for submissions is July 11. Please call me at 516-378-0800 if you need additional information or wish to discuss.

Cordially,

Larry Flasterstein  
Publisher

LF/sb  
Enc.