

CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear P.O.P. Executive:

We are pleased to tell you that we will again publish our **Survey of the Top Fifty P.O.P. Companies** in the U.S., in our May, 2017 issue. This will be the most important article of the year as it charts the year to year growth of the top companies in this industry.

As the dollar volume of P.O.P. orders grow, the leading P.O.P. buyers are looking for the top volume P.O.P. companies who have the financial strength and the resources to fulfill their orders.

You have been selected as one of the top 100 companies in the P.O.P. industry to take part in this survey. Our information will include your company name, address, number of your employees, 2016 P.O.P. volume and a profile of your company. We will publish a list of the top 50 companies who report their sales figures and each company will get a comprehensive write up. If your company is a subsidiary of a major corporation, we ask you to report only the P.O.P. figures done by your division.

Please fill out the attached Survey form as accurately as possible and return it to us. If your company was included in the 2016 Survey, we have attached your listing on the enclosed Survey Form. To update it or change it, please give us the information on a separate sheet.

We are pleased to tell you that this year we will select the top P.O.P. company in the industry based on percentage of volume growth, awards and client recognition, new products introduced and successful P.O.P. campaigns. The company selected as the top P.O.P. company will have a complete profile published in the May issue presenting the top officers of the company, the company's philosophy and showing some of their best displays of 2016 in full color.

Please send all material to us by April 21.

We appreciate your help and cooperation in making this Survey a valuable event in the P.O.P. industry. If you wish to discuss or need additional information, please call me at 516-378-0800 or email me at larry@creativemag.com.

Sincerely,

Larry Flasterstein
Publisher

LF/sb
Enc.