

CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear Exhibit Executive:

We are pleased to tell you that the May issue of **CREATIVE** will carry a **Creative Casebook – Exhibits**.

The **Creative Casebook** can run the complete gamut of trade show exhibits and can include custom exhibits, customized stock exhibits and rental exhibits. The Creative Casebook will be presented in full color to highlight each exhibit and to make this information useful for exhibit buyers who are looking for success stories on the use of exhibits.

We invite you to submit case histories for our **Creative Casebook – Exhibits**. Enclosed is a form for you to use in supplying us with information and images for this article. Please fill out this form and return it to us with a full color image of any outstanding exhibit which your company has designed and produced during the past six months. You may submit several case histories by simply duplicating the attached form.

Please send all material to us by April 21. Thank you for your cooperation on this important feature. Please call me at 516-378-0800 or e-mail me at larry@creativemag.com if you need additional information.

Sincerely,

Larry Flasterstein
Publisher

LF/sb
Enc.