

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear Exhibit Executive:

We are pleased to tell you that the November issue of **CREATIVE** will carry a major article "**Modular Exhibit Update**," a full color feature which will review the modular exhibit market for our readers and present them with up-to-the-minute information on it.

The modular exhibit market continues to expand because it continues to serve the exhibiting needs of the trade show market. Our story will update exhibit buyers throughout the nation on the newest trends in modular exhibits. We will show both new systems and new trends in graphics to customize these systems.

We invite you to take part in this story by sending us full color images and information on your newest modular exhibit systems and latest modular exhibit products. Submission can be either stock exhibit systems or exhibit systems in use by an exhibitor.

Please send all photos and information to us by October 23.

We appreciate your help and cooperation in making this an exciting and informative article for exhibit buyers throughout the nation. If you have any questions or need additional information, please call me at 516-378-0800 or e-mail me at [larry@creativemag.com](mailto:larry@creativemag.com).

Sincerely,

Larry Flasterstein  
Publisher

LF/sb  
Enc.