

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 Creative Top Fifty P.O.P. Companies in the U.S., in our November/December, 2024 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 to participate as one of the Top 50 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, 2023 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 2023 Survey, we have attached your profile from last year's issue.

We will have the complete **Creative Top 50** on our website for the year.

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](tel:516-378-0800) or e-mail me at larry@creativemag.com.

Sincerely,

Larry Flasterstein
Publisher