

CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear **Shop! MarketPlace** Exhibitor:

We are pleased to tell you that the March issue of **CREATIVE** will again feature our unique article "**What's New, What's Best at Shop! MarketPlace**".

This exciting editorial feature, which will be presented in full color, is designed to show the newest and the best work of Shop! Marketplace exhibitors and to encourage trade show attendance by all P.O.P. buyers. Of course, participation in this article is limited exclusively to **Shop! MarketPlace** exhibitors, like you.

Trade show surveys indicate that the majority of visitors to an exhibit come there to look for new products, new ideas and new resources, and this article will be of value to them in pinpointing your new product introductions and your best point of purchase displays.

We invite you to participate in this feature, "**What's New, What's Best At Shop! MarketPlace**", by sending in a full color image of what you consider the best sign or display which can be viewed at your booth, and/or a new sign or display product which you will be introducing at the show. Please send us complete information on this sign and display, along with your booth number, the name of your sales manager who may be contacted at the Show, and your telephone number.

All material must be sent to us by February 28.

Thanks for your cooperation on this story. If you have any questions or need additional information, please call me at 516-378-0800, or email me at larry@creativemag.com.

Cordially,

Larry Flasterstein
Publisher

LF/sb
enc.