

CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear Inflatable Producer:

We are pleased to tell you that the April/May issue of CREATIVE will carry a major story, "**Inflatable Promotions 2010**", which will update the role of inflatables for point of purchase displays, dealer loaders, premium promotions, interactive games, exhibits and sports and special events.

Inflatables generate attention and excitement in the retail store and they are used for point of purchase displays, premium promotions, product replicas, etc. Giant inflatables are an important tool for a business event or show and they can be used to attract attention and viewers and can be used for sampling, contests, games, etc.

We invite you to participate in this story by sending us full color images of your newest and best inflatables programs plus a complete case history on its use. Please send a full color image of your inflatables plus a 100 word description of each program.

Please send all images and case histories to us by April 16. Thanks for your help in making this an exciting and informative article for our readers. Call me at 516-378-0800 or e-mail me at larry@creativemag.com if you need additional information or wish to discuss this story.

Sincerely,

Larry Flasterstein
Publisher

LF/sb
Enc.