

CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear POPAI Award Winner:

We are pleased to tell you that CREATIVE will again cover the 2009 POPAI Award Winners in our April/May issue. I know that you are proud and pleased to be one of the Award Winners in POPAI's '09 OMA Contest.

CREATIVE will be showing a comprehensive selection of the 2009 Award Winners, including a selection of the Gold, Silver and Bronze Award Winners, all in full color.

The Top P.O.P. buyers throughout the nation traditionally look to CREATIVE to discover the newest and best displays in the point of purchase industry and we will show your Award Winners while they are fresh, timely and have top-of-the-mind awareness.

We will be presenting a selection of Gold OMA's showing two displays to a page, with complete case histories of their merchandising achievements. We will also be selecting silver and bronze Award Winners and will be showing 4 to a page, with complete case histories and credits.

We invite you to send us color images of your gold, silver and bronze Award Winners for consideration for this feature. Please send us full color images, plus complete information and credits on each Award Winner.

We look forward to publishing this important feature in our next issue. Please send all photos and credits to us by April 17. Please call me at 516-378-0800 if you need additional information or wish to discuss this feature.

Sincerely,

Larry Flasterstein
Associate Publisher

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Enc.