

INSTRUCTIONS FOR THE ILLUSTRATED GUIDE

PLEASE FOLLOW THESE GUIDE LINES FOR ALL LISTINGS IN THE 2007 ILLUSTRATED GUIDE TO P.O.P., EXHIBITS AND PROMOTION

Our Illustrated Guide lists all of the leading designers and producers of point-of-purchase displays, exhibits, promotional materials and services in the \$150 Billion promotion market. Each company is listed in the specific category in which it works, including the complete range of point-of-purchase displays, exhibits, and sales promotion agencies and services. The Illustrated Guide allows each company to showcase its best work with an image accompanying its listing.

The Illustrated Guide serves over 15,000 P.O.P. buyers, sales promotion and event managers, product managers, exhibit managers and marketing managers in the leading corporations in North America, with quick, accurate and up-to-the-minute information about the resources in this industry. The Illustrated Guide is the single, largest publication in the entire advertising and marketing field and is kept and used by every buyer for one full year.

Each listing in the Guide costs \$200.00 and includes complete information about your company including name, address, telephone number, fax number, E-mail and Web Site, plus a comprehensive description of your services, which you write yourself. This description of services can run up to 100 words. The unique format of the Illustrated Guide enables you to add visual appeal and selling power to your company's listing with an adjacent photo which can be a display, exhibit, promotional event, company logo, or a photo of your catalog. The cost of a photograph is \$200.00 each. Please send in a glossy photo or digital image in jpeg, pdf or tif format.

Each listing will be put into the category which best describes your display, exhibit or promotion service, which you select. There are over 100 categories in the Illustrated Guide and new categories are added as needed to describe new types of products or services. Many companies use multiple listings and if your company works in more than one product category, you can obtain listings in each category you desire. To order more than one listing, simply duplicate the enclosed Order Form.

The complete 2007 Illustrated Guide, text and images, will be featured on our web site for a whole year. If you wish to view the 2006 Illustrated Guide on-line, you can view it at www.creativemag.com. All on-line listings link to your web site. In addition to an image you can also include a pdf catalog in your listing to be downloaded.

If your company appeared in last year's Illustrated Guide, your listing is attached on the enclosed Order Form. Please make any changes or corrections right on the form itself. If your listing is correct, mark it "O.K." and return it to us. If yours is a new listing, fill out the enclosed Order Form as clearly and concisely as possible.

Please remember to enclose the correct payment at the same time that you return your Order Form, and send it to CREATIVE MAGAZINE, 42 West 38th Street, New York, N.Y. 10018, info@creativemag.com.