

CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear Sales Promotion Executive:

Enclosed you will find an Entry Form for the **Creative Promotion Annual/Creative Editors Choice Awards**. This is your opportunity to gain national recognition for your company and your customers for your P.O.P. and Sales Promotion programs.

We will publish over 100 of the newest and best sales promotion campaigns and P.O.P. displays in full color along with complete case histories and credits for you and your clients.

And, best of all, this is the only sales promotion competition which is free. There are no entry fees-no shipping costs-no set up costs-and no other costs. There is only one simple entry form to fill out.

One requirement, all sales promotion campaigns selected must have been produced during the past six month period so that we can present our readers with the most timely designs and ideas in the sales promotion annual. Our editors will select the entries, which will be published.

We invite you to submit images and case histories for the **Creative Promotion Annual/Creative Editors Choice Awards**. Please fill out the enclosed entry form and send it along to us with a full color image. You can submit additional entries by duplicating the enclosed form.

Take this opportunity to gain important recognition for your company and your clients. Please send your photos and entry forms to us by September 21.

If you need additional information or wish to discuss this special issue, please call me at 516-378-0800, or email me at larry@creativemag.com.

Cordially,

Larry Flasterstein
Publisher

LF/sb
Enc.