

To whom it may concern:

My name is Michael Keshner and I have over 20 years experience in the project management and production of award winning Point-of Purchase (POP) displays and fixtures. I am unique in that I have worked on the corporate, agency and vendor sides of the business. In addition, I have vast knowledge of all materials and processes and can solve any of your POP and store fixture challenges.

I have been successfully consulting and handling Project Management for several companies, agencies and vendors, filling the role of a **Production Outsourcing Company** and I would like to take this opportunity to offer my services as the “**Go to Guy**” to your company.

Today’s economy has caused downsizing in many agencies and companies. Some production staffs have been impacted resulting in compromised support when faced with the challenges of permanent and semi-permanent materials. In addition, from my experience, typically most agencies are geared towards the temporary/print arenas. Therefore, occasionally the need arises for the expertise and guidance that I have demonstrated throughout my career.

I would like the opportunity to provide my services to your company as a consultant on these projects on a project or fee basis. I would bring the same professional service, energy, enthusiasm, quality, timing, pricing and material knowledge that I am well known for. This of course would allow your company to **not have the overhead** associated with a staff member and since I am providing the services as an outsourcing company, there would be **no need to mark up** any project. I would do the project management for a pre-determined fee and recommend the vendor to be used. The negotiated vendor’s price is what you would be paying.

If there are projects that do not require hands-on attention, I would only broker the relationship between you and the vendors for **no fee**.

In either business model, your company and clients would get the **best possible value** and the savings would be significant.

I currently have a vast database of quality vendors that continues to expand, and these vendors are available to provide services in all materials and processes such as:

Domestic and China production

Wood and MDF fabrication
Metal and Wire fabrication
Plastic fabrication
Injection Molding
Vacuum Forming
Extrusions (metal and plastic)
Corrugated
Premium/Promotional items
Packaging
Printing, digital printing and screening
Model Shop
Trucking & Logistics
Design & Engineering

I welcome the opportunity to talk to you further about my proposal and hope that you can pass this along to the appropriate personnel at your company.

Thank you for your consideration,

Michael Keshner
2992 Holiday Park Drive
Merrick, NY 11566
H-516-377-4937
M-516-395-7704
mkeshner@optonline.net