



Trade Show Displays • Event Marketing • Branded Environments

Where Better Ideas Are Built

FOR MORE INFORMATION:

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FOR IMMEDIATE RELEASE

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**Apple Rock Launches New Interactive Display Design
at EXHIBITOR2014 in Las Vegas, Nevada**

Greensboro, NC- Apple Rock Displays, an innovative exhibit design and manufacturing company, knows the importance of trade show design and functionality. The company will be launching a brand new 10 foot x20 foot custom modular exhibit, from their own Adapt product line, featuring the most cutting edge technology. This fully integrated booth, highlighting touch based technology, can be viewed at EXHIBITOR2014, March 17-19, 2014, booth #1529.

The new custom modular display offers a very impactful, futuristic design including a new 80" portable multi-touch wall display providing a large presentation area with customized functionality and animated graphics coupled with an iPad audience response app, plus they will be bringing back their award-winning 32" multi-touch interactive table with lead generation functionality. As a preferred integrator of technology, Apple Rock Displays knows that adding interactive technology to any trade show booth can increase sales, boost the number of appointments made on the show floor, and decrease the overall cost per lead.

"Staying up-to-date with the latest booth technology is one of the most important things an event manager can do for their company and brand", stated Eric Burg, CEO and Owner of Apple Rock Displays. "Interactive technology is one of the best ways to engage visitors while having a high impact on their view of your company. However, while technology is important doing business with a company that firmly stands behind all of our products is imperative. Apple Rock is proud to offer the longest warranty in the industry on fabrications, graphics and technology."

Having interactive technology to compliment an eye catching design will also help to capture more qualified leads, deeply engage the audience and reduce the cost of collateral materials. Apple Rock is so confident that adding interactive technology to your booth will boost visitors and sales on the show floor, the company is giving away a free interactive table rental at the show. You can also enter the contest online at applerock.com/TechMyBooth.

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About Apple Rock Advertising and Promotions Inc.

Apple Rock Displays Inc. is a nationwide full service event marketing and display company that offers completely customizable displays. All Apple Rock products are American made at the corporate headquarters in Greensboro, NC. Apple Rock also has offices in Charlotte, Raleigh and Las Vegas. Apple

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Rock has been in business since 1988, was recognized as one of the Top 300 Businesses in the Southeast. Apple Rock was named in the INC 500/5000 and has been named as a Fast 50 Company three times, in the Triad Metro Area.

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