



Trade Show Displays • Event Marketing • Branded Environments

Where Better Ideas Are Built

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FOR IMMEDIATE RELEASE

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Apple Rock Advertising and Promotions Is The Recipient Of Two Hermes Creative Awards.

Greensboro, NC- Apple Rock Advertising and Promotions, an innovative exhibit design and manufacturing company, is proud to announce that it is the recipient of two Hermes Creative Awards. The company won a Platinum award for a trade show exhibit and a Gold award for an event marketing program. The Hermes Creative Awards were established over three decades ago to honor the messengers and creators of traditional and developing media. Receiving these awards is a tremendous achievement that recognizes outstanding talent within the marketing and communication industries.

Apple Rock Advertising and Promotions, INC. won a Platinum Award, the highest achievement, in the category of advertising and trade show exhibits for its custom design and build of a trade show rental exhibit, for OrthoBanc. The booth was a sleek, modern, inviting design. Only 15 percent of entries won the coveted Platinum award. The Gold Award was received in the category of integrated marketing and event marketing, for a custom built mobile tour cooking stage, The Food Lion Chef Challenge was designed and built for Food Lion.

“When we started the creative process, I had some ideas on how I wanted our booth to represent the OrthoBanc and this year’s theme of Calm in the Chaos,” stated Marla Merritt, Director of Sales and Marketing at OrthoBanc. “Apple Rock took those concepts and created a remarkable space where customers and prospects wanted to gather on the show floor. Our expectations were exceeded by this company and they truly helped us to stand out as leader in our industry.”

Hermes Creative Awards is an international competition for creative professionals involved in the conceptualization, writing and design of marketing materials or programs. There were over 5,500 entries in 2014, from 15 different countries around the world that competed in 195 different categories. Those categories ranged from advertising to integrated marketing, public relations, electronic media and trade show exhibitions and everything in between. These awards are overseen and judged by the Association of Marketing and Communication Professionals (AMCP). The AMCP is an international organization comprised of several thousand marketing, communication, advertising, public relations and media production professionals, whose mission to foster and support the efforts of marketing and communication professionals.

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 Rock has been in business since 1988, was recognized as one of the Top 300 Businesses in the

Corporate Headquarters
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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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