



Trade Show Displays • Event Marketing • Branded Environments

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PRESS RELEASE

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Apple Rock Wins Three Hermes Creative Awards For Outstanding Trade Show Exhibits

Greensboro, NC - Apple Rock, a leading designer and producer of innovative exhibits and environments, has been honored with three prestigious Hermes Creative Awards for its exceptional work in 2024.

The Hermes Creative Awards is an international competition that recognizes outstanding creative professionals involved in the concept, writing, and design of traditional and emerging media. Apple Rock's award-winning exhibits were selected under the Print Media | Advertising | Trade Show Exhibit category.

The awards received by Apple Rock include:

- Platinum Award: Bühler Group - 30x40, 20x30, 20x20 & 10x10 Custom Modular Display
- Gold Award: Apple Rock's 20x20 Honky-Tonk Booth
- Honorable Mention: MÜNZING - 20x40 Custom Display

"We are incredibly honored to be recognized by the Hermes Creative Awards for our innovative exhibits and environments," said Eric Burg, CEO and Founder of Apple Rock. "These awards are a testament to the hard work and creativity of our talented design team, who continuously push the boundaries of what's possible to achieve our clients' vision and provide even better solutions for creating unique and memorable brand experiences."

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The platinum award-winning Bühler Group exhibit is a modular custom trade show booth designed to seamlessly transition from a 10x10 footprint to a spacious 30x40 layout and beyond. This flexible design allows Bühler to create an immersive exhibit with conference areas, product showcases, and media displays while maintaining a cohesive look and beautiful presentation.

Apple Rock's 20x20 Honky-Tonk Booth, which premiered at ExhibitorLIVE! in Nashville and the Experiential Marketing Summit in Las Vegas, transformed the space into a lively saloon atmosphere featuring interactive elements and digital games. From the custom-milled bar taps to the guitar-shaped stage and expansive murals paying tribute to Music City, all elements were meticulously crafted in-house at their 120,000 square foot fabrication facility in Greensboro, NC. This exhibit not only won a Hermes Gold award but was also voted "Best Booth" by attendees at the Experiential Marketing Summit.

The 20x40 MÜNZING custom display, which earned an Honorable Mention, featured stunning glowing elements, LED screens, and beautiful graphic towers, creating a visually striking and engaging experience.

"I am always grateful for our talented designers and excited to see the level of creativity and talent my team shows every day," added Burg. "These awards are a well-deserved recognition of their exceptional work."

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About Apple Rock Advertising and Promotions, Inc.

Established in 1988, Apple Rock is a nationwide full-service event marketing company specializing in environmental and dimensional design, strategy, engineering, and fabrication of innovative display solutions and corporate live and virtual events. Apple Rock's corporate headquarters are in Greensboro, NC, with locations in New Jersey, Las Vegas, and additional teams in Northern Virginia. Apple Rock has been recognized as an industry leader, earning many business, design, and government awards over the last 36 years. Learn more at www.applerock.com.