



Trade Show Displays | Event Marketing | Branded Environments

Where Better Ideas Are Built

PRESS RELEASE

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CONTACT INFORMATION

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SCOTT YOUNG PROMOTED TO DIRECTOR OF EXPERIENTIAL MARKETING OF APPLE ROCK

Greensboro, NC – Apple Rock, an innovator in the design and manufacture of trade show exhibits, branded environments, and experiential marketing, announced today that it has promoted Scott Young to helm the company’s growing experiential marketing division.

In this new role, Scott will be responsible for identifying and engaging with agencies and other organizations to explore, develop and manage strategic partnerships that provide substantial support to live events and experiential marketing programs. A partnership with Apple Rock offers a wide range of in-house support including fabrication, design, engineering, activation, and production services.

Scott brings over two decades of diverse experience building and developing brands through live events, experiential activations, trade shows, mobile marketing tours, pop-up retail, sponsorships, branded environments, and countless other creative marketing initiatives.

Apple Rock has come to be known as the place ‘*Where Better Ideas Are Built.*’ As an award-winning, full-service, event marketing agency, it has designed, fabricated, and activated live events for clients and agency partners since 1988. Its experienced team provides concept-to-creation solutions resulting in high-quality marketing structures for use in experiential events, exhibitions, trade shows, museums, festivals, mobile marketing tours, corporate interiors, and other branded environments.

By focusing on innovation and design ingenuity, Apple Rock has become a trusted partner in building brand identity for its clients and has been recognized as one of the Top 300 Businesses in the Southeast. Apple Rock has been named in the INC 500/5000 and Fast 50 Company three times, in the NC Triad Metro Area.

For more information about Apple Rock Displays, visit applerock.com.

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About Apple Rock Advertising and Promotions, Inc.

Since 1988, Apple Rock has been a leader in nationwide full-service event marketing, specializing in innovative custom design, display rentals, strategy, engineering, and fabrication. From live and virtual events to branded environments, Apple Rock delivers impactful solutions that captivate audiences and deliver results. With headquarters in Greensboro, NC, and locations in New Jersey and Las Vegas, Apple Rock has earned industry recognition for innovative designs and exceptional client service. Learn more at applerock.com.

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For more information on Apple Rock: <https://applerock.com>