



Eric Burg, CEO and President

These awards are a testament to the strategy-first approach our team brings to every project. We're not just building exhibits—we're building brand experiences that perform.

Apple Rock Wins Two Hermes Platinum Awards for Exhibit Design Excellence

Apple Rock, a national leader in custom exhibit design and fabrication, has earned two Platinum Awards in the 2025 Hermes Creative Awards competition. These prestigious honors celebrate Apple Rock's ability to translate strategic thinking into high-impact, brand-forward experiences at live events.

These award-winning exhibits were selected under the Print Media | Advertising | Trade Show Exhibit category.

Amerikooler

40x40 Double Deck Island Exhibit

Designed for the NAFEM 2025 Show, this bold, industrial-style exhibit combined a commanding two-story presence with clean, functional layout. A 16'x18' upper deck offered a private meeting area enclosed by frosted acrylic railings, while four oversized L-shaped hanging signs above marked every corner with strong brand visibility. On the main level, attendees were drawn into a sleek space featuring a reception counter with a glowing frosted logo, LED-lit media towers, walk-in storage, and fully integrated product zones. The use of natural flow paths and comfortable lounge seating made it easy for attendees to engage while massive refrigeration units on display reinforced Amerikooler's position as a product leader.



Healthcare Exhibit

30x50 Custom Island Display

Unveiled at a major cardiothoracic surgery conference in Los Angeles, this 30x50 island exhibit was built for clarity, connection, and clinical credibility. A perimeter ribbon of overhead LED screens delivered changing on-brand messages with striking motion and visibility. Inside, private meeting rooms supported one-on-one education, while clean architectural lines, warm wood tones, and interactive product zones invited attendees to explore. The result was a professional but welcoming immersive space that told their full brand story.

The Hermes Creative Awards

Is an international competition administered by the Association of Marketing and Communication Professionals (AMCP), recognizing excellence in design, branding, marketing, and communications. With thousands of global entries each year across more than 20 countries, the competition honors outstanding achievement in concept, design, and execution across digital, print, branding, and experiential media. Platinum Awards represent the highest level of recognition, given only to entries that demonstrate exceptional creativity and effectiveness.

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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