

**FOR IMMEDIATE RELEASE**

## **Apple Rock to Open Headquarters to Public for Behind-the-Scenes Look at Exhibit Production**

**Greensboro, NC - April 21, 2026** - Apple Rock will open its Greensboro headquarters to the public May 5–7, 2026, offering a rare opportunity to see how large-scale exhibits and live event environments are designed and built.

The three-day “Launch & Learn” Open House will take place at the company’s 250,000+ square-foot facility, where strategy, design, engineering, and fabrication are handled in-house.

The event is free and open to the public and is designed to give local business professionals, students, and members of the community a better understanding of an industry that typically operates out of public view.

“Most people only see the finished exhibit at a trade show,” said Eric Burg, CEO of Apple Rock. “This is a chance to see how those ideas actually come together behind the scenes.”

Visitors will be able to tour the facility, observe projects in production, and learn more about the processes involved in creating exhibits and branded environments. The experience will also include opportunities to explore design and fabrication areas, see interactive elements used in live events, and connect with members of the Apple Rock team.

The open house begins with an evening Business After Hours session on Tuesday, May 5, followed by daytime open house hours on Wednesday, May 6, and Thursday, May 7.

Apple Rock has been headquartered in Greensboro for more than three decades and supports clients across North America through its integrated approach to exhibit and event production. By opening its facility to the public, the company aims to provide greater visibility into the work happening locally and highlight Greensboro’s role in supporting national and global event programs.



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## **Event Details:**

Apple Rock Open House

7602 Business Park Dr, Greensboro, NC 27409

Tuesday, May 5 — 4:00–7:00 PM

Wednesday, May 6 — 10:00 AM–3:00 PM

Thursday, May 7 — 10:00 AM–3:00 PM

Additional information is available at:

<https://applerock.com/open-house>

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## **About Apple Rock:**

Apple Rock is a full-service exhibit and event marketing company specializing in the design, engineering, fabrication, and execution of custom exhibits and branded environments. Headquartered in Greensboro, North Carolina, with additional operations in Las Vegas, Apple Rock supports clients across North America and internationally.

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**For more information about Apple Rock:** visit [applerock.com](http://applerock.com)