



APPLE ROCK NAMED TO EVENT MARKETER'S 2026 FAB 50 FOR FOURTH CONSECUTIVE YEAR

**National experiential marketing company
recognized among the industry's top exhibit
and event fabricators**



Apple Rock has once again been named to Event Marketer's Fab 50, the publication's annual roster of the top exhibit and event fabricators serving the experiential marketing industry.

The 2026 recognition marks Apple Rock's fourth consecutive appearance on the Fab 50 list, following selections in 2023, 2024 and 2025.

"This recognition means a great deal because it reflects both the quality of what we build and the experience we provide throughout the process," said Eric Burg, CEO and President of Apple Rock. *"Our designers, fabricators, project managers, account teams and show-site crews bring an incredible level of skill and commitment to every project. They are the reason our clients trust us to turn ambitious ideas into successful live experiences."*

Apple Rock creates custom trade show exhibits, branded environments, corporate events and experiential activations for organizations across a wide range of industries. Its full-service capabilities include strategy, creative design, engineering, fabrication, graphics production, event logistics, installation and dismantle, storage and on-site support.

With major manufacturing and logistics operations in Greensboro, North Carolina, and Las Vegas, Nevada, Apple Rock supports exhibit and event programs throughout the United States and around the world.

The Fab 50 was established by Event Marketer to help corporate event marketers identify leading partners in the exhibit and event fabrication industry. Companies are evaluated based on their capabilities, experience, recent work and ability to support modern experiential marketing programs.

Apple Rock's 2026 Fab 50 selection follows several other recent honors, including recognition as an EXHIBITOR Find It – Top 40 exhibit producer and three 2026 Hermes Creative Awards for exhibit design excellence.

To view the complete 2026 Fab 50 roster, visit [EventMarketer.com](https://www.EventMarketer.com).

APPLE ROCK

About Apple Rock Advertising and Promotions, Inc.

Apple Rock is a full-service exhibit and event partner headquartered in Greensboro, North Carolina, with operations in Las Vegas and satellite locations across the US. For nearly four decades, the company has helped brands bring better ideas to life through strategy, design, engineering, fabrication, graphics, logistics, installation, and program support. Apple Rock serves event partners with custom exhibits, rentals, branded environments, and event solutions designed to create meaningful, measurable results. **Learn more at [applerock.com](https://www.applerock.com).**