



For Immediate Release
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Exponents Honored as Builder for Award Winning Green Exhibit Walls

Exponents, Inc., a San Diego manufacturer of component-based custom exhibits, was the builder of recent award-winning green exhibit "graffiti walls" for Dell, Inc. The design was honored with the Special Merit Award in the Green Exhibit category in EXHIBITOR Magazine's 22nd Annual Exhibit Design Awards Competition. The Exhibit Design Awards honor the world's best trade show designs.

Hoopla Marketing partnered with Dell Experience Design team to create an environment that captured the imagination of several IDSA/ICSID 2007 Congress attendees. The exhibit encouraged visitors to communicate what "green" means to them, and became a catalyst, allowing attendees to focus on the future of green by considering the use and conservation of natural resources, especially in their use of technology.

EXPONENTS was chosen by Hoopla Marketing to support this innovative, highly interactive green exhibit. The "graffiti walls" were constructed from LUMITURE™ *Illuminated Architecture*. This system was chosen for many reasons. Some of the system's green attributes include:

- LUMITURE's aluminum has 20% recycled content and is 100% recyclable
- 90% or more of the acrylic sheet material used is recovered in recycling
- The system uses low-energy compact-fluorescent and L.E.D. lighting

LUMITURE proved to be the perfect structure to create the illuminated walls that carry attendees' writings on what "green" means to them. Colorful wax pencils were provided for attendees, who wrote personal messages about ways to create green solutions across a wide spectrum of disciplines.

According to design leader and project manager Ivy Oliver of Hoopla Marketing, "We wanted to fill the space with ideas, not products. We took a 'less is more' approach that let the attendees leave their mark on the idea of green design. The materials we used were energy saving, reusable and renewable. The exhibit was stunning. It proves that green design can be beautiful."

Bruce Backer, founder/CEO of Exponents says that the green values and products of Exponents dovetailed elegantly with the powerful message of renewal and sustainability. "We are proud to partner with Hoopla Marketing in a project concerned with conserving the earth's resources," Backer states.

Steve Rossman, executive Vice President of Exponents adds, "The concept for this exhibit was brilliant. This was the simplest, most interactive exhibit that we have ever manufactured. We were honored to be included in this important work."

Credits go to the creative team, who gave attendees a voice. The award reinforces the idea that we can conserve our natural resources and still gain international design recognition.

About Exponents:

Based in San Diego with an office in Irvine, California, Exponents is a pioneering component-based custom trade show exhibit firm with 70 employees, thousands of clients, and 65 authorized dealers who represent its products in the U.S. and abroad.

Exponents creates exhibits that combine patented processes, state-of-the-art manufacturing and design brilliance. The Company has engaged in non-stop product development for 25 years and uses energy-saving, renewable and recyclable green materials. LUMITURE™ *Illuminated Architecture* was created in 2007. Go to www.exponentsgreen.com or call 1-800-451-4723.

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