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**EXPONENTS Introduces CrossOver™ - -
Gives Pop-Up Displays Exciting New Dimension**

San Diego, CA—CrossOver™, the newest product from EXPONENTS, Inc., will debut in booth 847 at the Exhibitor Show, March 4-6, at the Mandalay Bay Hotel in Las Vegas.

“With CrossOver, pop-up exhibit owners will be able to convert their current display—whatever the brand—to LUMINENTS, our sophisticated portable exhibit system,” said Bruce Backer, president of EXPONENTS and principal designer of the CrossOver system. “We saw a tremendous need, in the 10’ segment of the trade show marketplace, to give exhibitors more functional, elegant options, while allowing owners to retain the equity in their current pop-up.”

Comprised of a series of kiosks that attach directly to one or both sides of a pop-up, CrossOver enables clients to incorporate computer workstations, video monitors, product shelving, showcases, canopies with integrated halogen lighting, lockable storage and more into their exhibits.

“Pop-ups won’t simply be billboards anymore,” says Steve Rossman, Exponents’ vice president.

The mechanism that makes this conversion possible is a universal hinging connector that attaches the vertical strut of any major brand of pop-up to a LUMINENTS post. The pop-up’s curved end cap is removed and the CrossOver kiosk is attached.

Finishes include natural birch, bonded metal, frosted acrylic, silver phenolic and many standard colors and styles of laminate.

CrossOver conversion kits fit within a 10’x10’ standard booth and can expand to a 10’x20’ or larger space.

Each CrossOver kiosk packs into a 24”x 48”x 9” roto-molded rolling case for easy transport. The system sets up in minutes.

An international network of exhibit designers and dealers represents CrossOver and LUMINENTS. EXPONENTS’ clients include AT&T, Anheuser-Busch, Boeing, Caterpillar, Coors, General Electric, General Motors, Hyundai, Intel, Johnson & Johnson, Mack Trucks, Motorola, Philips, Starbucks, Time Warner, Toshiba, Volvo Trucks and Xerox, along with hundreds of small and mid-size companies.

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