



## Media Release

### For more information, please contact:

Herbert L. Besaw  
585-442-1740, ext. 225  
[hbesaw@spoonexhibits.com](mailto:hbesaw@spoonexhibits.com)

Orrie Capone  
585-442-1740, ext. 223  
[ocapone@spoonexhibits.com](mailto:ocapone@spoonexhibits.com)

### For Immediate Release

## SPOON Explains “What’s the Point?”

March 7, 2008 - Rochester, NY - Spoon Exhibits & Events will be attending Exhibitor 2008 at Mandalay Bay in Las Vegas, Nevada, Monday March 10<sup>th</sup> through March 12<sup>th</sup>.

Through a pre-show promotional campaign, booth design and an on-site event, SPOON has prepared a complete branded marketing experience for attendees at Exhibitor 2008. “Tradeshows are about more than just a great design, it is about attracting visitors to your booth and telling your story through a complete pre-show, show and post show plan”, said Herbert L. Besaw, President of SPOON. “At Exhibitor, we plan to show how SPOON can partner with you to deliver a complete package of services for successful results.”

Leading with the theme of “What’s the Point?”, the SPOON team at Exhibitor looks forward to meeting with attendees to show them how SPOON’s comprehensive marketing program can deliver improved tradeshow and event results. “We will present how our experience and service in delivering a comprehensive tradeshow plan supports overall marketing objectives,” Besaw said. “It will inform and enlighten all who visit our booth.”

SPOON invites everyone attending Exhibitor 2008 to visit them at Booth # 1245.

SPOON Exhibit Services, Inc. is an international exhibit and event marketing company with strategic locations in Atlanta, GA; Las Vegas, NV; and Rochester, NY. As a full-service company, SPOON provides businesses of all sizes with exhibit design, construction, installation and dismantle services, custom rentals, program management, event management, freight services, storage, show services, and graphic design and production. For more information, visit [www.spoonexhibits.com](http://www.spoonexhibits.com).