



Exponents Celebrates 25th Anniversary in Trade Show Industry

(San Diego, Ca – March 2, 2007) - Exponents, Inc. – a premiere component-based custom exhibit firm based in San Diego, California, that designs and manufactures elegant trade show display systems, celebrates twenty five years of innovation in the trade show business.

Starting with less than a handful of employees and customers in 1982, today the award-winning company employs 60, serves thousands of clients, and has 65 authorized dealers who represent its products both here in the U.S. and abroad.

According to founder/CEO Bruce Backer, “I started my company in 1982 with the concept of building a custom trade show exhibit that was smarter, lighter, and one that had a more flexible modular base. My prototype was the first of what is known in my business as the custom modular exhibit. “

Adds Steve Rossman, Exponents’ executive vice president, “Our industry recognizes Bruce Backer’s many pioneering efforts which have changed the way trade show exhibits are designed and manufactured. Case in point is Bruce’s seemingly simple, yet remarkable invention of the 19” sizing grid-- another industry first. Exponents utilizes this grid to satisfy standing, sitting, backwall, and metric environments. And LUMINENTS™, one of Exponents’ recent products, has virtually re-defined the trade show floor for exhibitors who use linear and small island booths.”

Through the years, Exponents has excelled in creating component-based custom trade show exhibits that combine patented processes, state-of-the-art manufacturing and design brilliance.

Exponents' innovative spirit has challenged the rest of the trade show industry to keep pace through 25 years of non-stop product development. The creative use of common design elements and the development of smart fabrication techniques assure flexibility, strength, reliable quality, and reduced transportation costs at remarkably competitive prices.

Unlike custom trade show exhibits that are hammered together, or modular displays that snap together, Exponents pioneered the use of sophisticated, computerized machine tools and processes to create great 3-dimensional marketing tools.

Exponents product line includes Tall (the tallest, thinnest, lightest, and strongest full height panel system of its time in 1993), Headlines Post & Beam System (a component-based custom display assemblage in 1997), Luminents™ (a breakthrough, lightweight display system in 2002), CrossOver™ (an innovative series of kiosks that give pop-up displays added dimensions in 2006), and AIR™ (a highly portable trade show display system in 2006).

The company welcomes visitors to its website. Go to www.exponents.com or call Deona Dorsey at 1-800-451-4723 for more information.

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3280 Kurtz Street
San Diego, CA 92110
619-298-6743
800-451-4723