



FOR IMMEDIATE RELEASE

## **Elevation Exhibits Tosses up Fun at TS<sup>2</sup>**

*Booth #301 sends everyone home a winner*

**Chicago, IL, July 20, 2009** – Elevation Exhibits, an award-winning exhibit design firm that creates practical and lasting messaging solutions, today announced a carnival theme for charity at the TS<sup>2</sup> trade show exhibition being held at McCormick Place this week.

Known as the “Trade Show of Trade Shows” for over 35 years, TS<sup>2</sup> is the premiere gathering of exhibit and event professionals. TS<sup>2</sup> attendees are a focused audience – according to event organizers, nearly two-thirds of the visitors in 2008 attended no other industry trade show during the year.

Given this year’s economic mood, the Elevation Exhibits booth (#301) is designed to bring some leisure relief to the TS<sup>2</sup> show floor. “People don’t want to engage the hard economy at every booth they visit – they’d like to laugh and get away from headlines,” said Elevation Exhibits’ founder and principal Jim Burke. “We’re trying to offer a bit of release from the normal trade show fare.”

Built around a pulsing, lighted carnival ring-toss theme, the company’s exhibit gives visitors a fun break. Elevation Exhibits “barkers” will be handing out three glowing necklaces for a toss, engaging in a game of skill and collateral prizes under a large trussed banner that shouts “*Everyone’s a Winnah...*”

For every TS<sup>2</sup> attendee who participates, Elevation Exhibits will donate \$10\* to the Randy Smith Foundation benefiting families in the exhibition industry who face the financial fallout of medical tragedy. While entertaining and supporting a generous cause, Elevation Exhibits’ carnival theme is a business stage nonetheless. “To spare it from coming off tacky, we developed a simple and elegant design that carries the challenge of marketing in this global millennium,” Burke said.

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“People should leave with the sense that when it’s time to build a message that stands out, Elevation Exhibits gets it and we can have fun with the job. We’re a firm that’s big enough to handle worldwide event schedules, but small enough to stay creative. That’s what the TS<sup>2</sup> exhibition is all about.”

### **ABOUT ELEVATION EXHIBITS**

Elevation Exhibits designs and manufactures world-class, award-winning exhibits for top companies in diverse industries. With a proven ability to manifest client messaging vision in creative, practical and lasting solutions, Elevation Exhibits’ creative services go beyond trade show design to include retail malls and showrooms, training centers, corporate lobbies, welcome centers and museums. The Elevation Exhibits client portfolio includes Raytheon, Microsoft, Color Kinetics, and Boston Acoustics. Founded in 2006, Elevation Exhibits is headquartered in Shrewsbury, Mass., with a 100,000 square-foot design and manufacturing facility. For more information please visit <http://www.elevationexhibits.com>

*\* Elevation Exhibits will donate up to a total of \$2500.*

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