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ExhibitRecruiter Adds Erica Chappell as Director of Retail Environments

6/2/2011 - ExhibitRecruiter, an agency known for recruiting trade show exhibit professionals throughout the US and Canada is capitalizing on the firm's unprecedented momentum of the past few years and has added another dynamic professional to their team.

ExhibitRecruiter, Inc. announced the addition of Erica Chappell as the newest member of its growing team. Chappell has joined the agency as the Director of Retail Environments to focus on the In-Store Marketing industry. Specifically, Chappell will partner with firms that design and produce retail store fixtures, point of purchase displays, POP/POS displays, custom fixtures and mall kiosks.

In her new role, Chappell will facilitate the retail environments division of ExhibitRecruiter's e-recruitment site, ExhibitPeeps. She will focus on partnering exclusively with retail environment solutions providers throughout the US, Canada and the UK to assist them in building their organizations.

With the positive reception of ExhibitPeeps by both employers and job seekers in the industry, Erica is a perfect fit. As the economy continues to improve, more companies are in need of adding top talent and Erica will be the partner to assist them in finding that talent.

Chappell earned a BA degree in Economics from Duke University. She spent over a decade in the banking industry and served as a Vice President of Finance for three of those years. "Erica's experience, energy and enthusiasm will contribute greatly towards ExhibitRecruiter's continued growth and success," explains Calvin Cook, Principal. "We are absolutely thrilled to have Erica join our team and lead this new retail division."

About ExhibitRecruiter

Established in 1998, ExhibitRecruiter is a premier search and advisory firm in the corporate identity and branding industry. Our clients provide 3-D marketing solutions and experiences in the brand storytelling and brand strategy business. The agency specializes in the exhibits, branded environments retail environments, MARCOM and event marketing industries. ExhibitRecruiter partners with companies of all sizes throughout the United States, Canada and

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**"THEY TOLD ME
I WAS LOST IN
SPACE"**



Blue Telescope Inc. prides itself on being a marketing company for the high-tech 21st century. Yet when Chip Carman, national accounts director, wanted to drive traffic to the company's booth at EXHIBITOR Show with an ad in EXHIBITOR magazine, the rest of the New York-based firm acted like he was a couple dilithium crystals short of a warp drive.

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the UK that design, develop and execute experiential marketing solutions in trade show exhibits, tensioned fabric structures, mobile event tours, branded environments, POP displays, store fixtures, in-store marketing, briefing centers and event marketing. For more information, go to www.ExhibitRecruiter.com.

About ExhibitPeeps

ExhibitPeeps is a Web site, powered by ExhibitRecruiter, that confidentially and discreetly showcases hundreds of job seekers in the Exhibits, Museum, Event Marketing, Branded Environments, MARCOM, Corporate Event Marketer and Retail Environments industries throughout the US, Canada and the UK. The service is FREE to job seekers and employers can view job seekers bios for FREE. Employers only incur a fee once the candidate is hired and actually reports to work. Our fixed-fee structure will save employers thousands of dollars versus traditional recruiting, For more information, go to www.ExhibitPeeps.com.

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