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Exhibit Systems Rebrands as Captivate Exhibits, Reflecting Focus on Custom Trade Show Displays that Generate Relationships and ROI

New name mirrors company's broad design and building capabilities

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Brookfield, Wis. – Exhibit Systems, the region's leader in designing and producing trade show displays that generate profitable face-to-face interactions, has rebranded as [Captivate Exhibits](#).

The new name reflects the company's significant growth over nearly three decades. More importantly, the rebrand mirrors the full spectrum of capabilities it offers clients, from [creation of engaging exhibits](#), to [on-site trade show event services](#), to [transportation and storage of displays](#).

"We chose Captivate Exhibits because we are so much more than a 'systems' display builder," said [Richard Magliocco](#), President of [Captivate Exhibits](#). "We design and fabricate [custom exhibits](#) used at some of the largest trade shows in the world. Our team goes wherever needed to ensure that clients' displays are shipped and set up to maximize their show experience."

"We still offer off-the-shelf display solutions, but our focus is overwhelmingly on serving as a custom display house that does everything unique," he added. The company's new motto is "Building Dynamic Experiences Together."

Nearly all of Captivate Exhibits' displays are built from scratch, using its extensive design and manufacturing capabilities to create detailed, intricate exhibits. Building materials encompassing wood, metal and plastics are crafted into dynamic displays that attract and engage people.

More so, Captivate Exhibits' custom displays use modular components, allowing tremendous flexibility for assembly and layout at different trade shows with varying space allowances.

"Our growth strategy focuses on providing clients with more options, collaboration and capabilities than ever before," Magliocco said. "We're working to help our clients become the best versions of themselves, by enhancing their brand images at trade shows and in showrooms."

Captivate Exhibits recently launched a new division, [Enclave Outdoor Structures](#), featuring eight models of sturdy outdoor buildings offering high-end living space. The company earlier [branched into the personal protective equipment \(PPE\) field](#), carrying a full line of custom-branded shields and protective barriers ideal for offices, retail stores, health care facilities and public buildings.

More information about Captivate Exhibits is available by calling (262) 432-8410 or visiting www.CaptivateExhibits.com.