



## HILL & PARTNERS ASSISTS CLIENT GTECH IN LAUNCH OF NEW LOGO AND BRANDING

**Quincy, Massachusetts** (November 9, 2007) – Hill & Partners, Inc., the award-winning tradeshow management and three-dimensional marketing company, helped client GTECH launch a new logo and branding at the NASPL/WLA World Meet 2007. Held from October 3 to 5 in Louisville, Kentucky, this year's World Meet, hosted by the Kentucky Lottery Corporation, focused on the need for strong branding and creative ideas within the lottery industry, with keynote speeches that addressed issues of branding, marketing, and innovation. The event attracted a crowd of over 1300 international participants.

GTECH, a leading gaming technology and services company based in Providence, Rhode Island, provides clients with innovative technology, creative content, and superior service delivery.

When GTECH decided it was time to re-launch its brand, the company decided to do so at a trade show and came to Hill & Partners, with whom they had established a long-standing, successful relationship, for guidance. Hill & Partners oversaw the manufacture of a spinning 12-foot globe emblazoned with the new GTECH logo. Since the manufacturer had never applied a similar custom graphic to a sphere, Hill & Partners worked with the company to develop a method for applying the image.

Topping GTECH's 60-foot by 50-foot island exhibit, the globe anchors the space's three large, curved wall sections. Each section corresponds to a matching color change in the carpet, which creates different areas for GTECH to showcase its products and services. The three wall sections are tied together with three headers.

### **About Hill & Partners, Inc.**

Hill & Partners, Inc. is a full service tradeshow exhibit design company specializing in three-dimensional marketing solutions. The company services a wide range of clientele from all over the world, including Candela Laser, Mountain Hardwear, Polartec, Microwave Radio and the GTECH Corporation. Hill & Partners is headquartered at 124 Old Colony Avenue; Quincy, MA 02170. More information can be found at [www.hillpartners.com](http://www.hillpartners.com) and by calling 617.471.7990.