



H & P tackles 12,600 sq ft exhibit for the Global Gaming Expo



The Global Gaming Expo only occurs once a year and is hailed as the leading gaming industry conference to date. When gaming industry veterans Spielo, Atronic, and Alfastreet needed an exhibit to provoke an exciting new presence, they looked to Hill & Partners to fulfill their needs. The goal was to design a large exhibit that combined a corporate element with a casino-like edge. The clients needed a cohesive space that clearly defined each entity with different market demographics and products. It also needed to incorporate 200+ lottery/gaming terminals, 14 conference rooms, as well as portray the new company wide corporate branding.

H&P achieved this solution by utilizing large scale hanging fabric shapes, tube and fabric graphics, and extensive lighting elements. They drew upon the strong brand presence incorporating an inviting, aesthetic appearance. How did they accomplish an exhibit of such size? By using client-owned custom pieces, as well as Hill & Partners' extensive rental components to complete the concept. The end result was an extremely progressive space with maximum impact.

About Hill & Partners-

Hill and Partners are a boutique custom exhibit house based in the Boston area- Founded in 1995 they pride themselves on the quality of one on one attention each client receives. With partners worldwide they are able to utilize local knowledge and expertise to create events that are both memorable and guarantee results, Hill and partners is located at 124 Old Colony Avenue, Quincy, MA, 02170 and can be visited at www.hillpartners.com
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