



## Bullhorn Shines with Unified, Custom Branding from H&P



Bullhorn, a recruiting and staffing software company, came to Hill & Partners, Inc. to create a unified look with a consistent marketing message for their presence in multiple conventions, including their large event ASA's Staffing World. The desire to stand out from their competitors and convey the idea of "Living in Bullhorn" gave the creative team at H&P a unique opportunity to design an exhibit distinctive to the Bullhorn brand. Bullhorn customers use their product for everything including e-mail, customer relationship management and invoicing. What better way to exemplify their brand than an exhibit containing an actual bullhorn as the focal point!

H&P created a custom 20x20 exhibit that included different areas to demo software as well as an informal meeting area for representatives to chat with attendees. Suspended above the area is a large tube and fabric bullhorn internally lit with 3d logos on the exterior, making Bullhorn visible from everywhere, virtually glowing high above the other exhibits! H&P also used components of this exhibit to produce a 10x10 custom exhibit for Bullhorn's smaller shows. The central focus for the 10x10 exhibit incorporated a sheer fabric backdrop illuminated by Color Kinetic lighting and imprinted with the Bullhorn symbol for their people-centered methodology. H&P certainly accomplished Bullhorn's goals to stand out among their competitors, and to portray the idea of "Living in Bullhorn"

About Hill & Partners, Inc.

Hill & Partners, Inc. is a full service tradeshow exhibit design company specializing in three-dimensional marketing solutions. The company has teamed up with many leaders of different industries. Some of their clients include: 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

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