



GTECH impacts Europe



Hill & Partners demonstrated the ability to conceptualize two international solutions that would gain approval under very tight time restraints for their clients GTECH. The challenge was to work closely with some of their many worldwide partners to ensure the booth and conference were executed to the highest standards possible, and ready for the client by the time they got off the plane!

H&P client GTECH is developing a strategic initiative to partner with a retailer who understands the bottom line benefits that lottery brings to a retail environment – By attending Carrefour in Paris, January 2008 the client's aim was to provide an opportunity to create a strong impression with a customer that has exceptional distribution to an entirely new market. Using bright colors and interesting materials to design and build the booth, the result was a vibrant exhibit that was as much a crowd pleaser as it was functional.

The London user conference was a chance for the client to reinforce their strengths to investors with a two-week lead-time... Hill & Partners leveraged their partnerships overseas to utilize rental components with custom graphics to provide the perfect solution.

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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