



Middle Atlantic Relies on Strong Relationship for New Exhibit Build



Hill and Partners, Inc. was faced with the challenge of creating a versatile exhibit that could be used in many different configurations, while showcasing the products and emphasizing the Middle Atlantic brand. Continuous structural height at twenty feet was a requirement shared early in the eighteen month relationship with Middle Atlantic and after years of recycling different parts and pieces of their exhibit components, Middle Atlantic chose to build an entirely new exhibit with H&P.

Working with Middle Atlantic's specific requirements H&P created an exhibit solution that eliminated the need for overhead signage in all configurations from 20x20 to 30x50. The unique solution was designed by utilizing tube and fabric headers that display almost fifty feet of double sided corporate logos at the twenty foot height. The exhibit additionally contains nearly eighty light fixtures which exhibit staff can control to best suit their needs from a single controller, eliminating the need to rely of facility rigged lighting setups.

Additionally there are with twenty two identical panels facades which can be modified and allow more flexibility from show to show. Brett Starr of Middle Atlantic said: "Thanks to the H&P team for all their hard work in making our trade-show exhibit such a success. The continued attention to detail and the interaction with your team was an entirely positive experience. We have had excellent feedback on our new exhibit from both customers and employees, and we feel the results speak for themselves." Middle Atlantic showcased their new exhibit at InfoComm, the premier event for the Audio Visual industry.

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 and by calling 617-471-7990

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