



Long Time Client Gets New Look



Long time client Microwave Radio (MRC) challenged Hill & Partners to design a new booth using existing booth components at the 2008 NAB show. MRC secured a larger exhibit space in a premium location, which required an exhibit solution consistent with their recent growth and focused on their budget goals.

Hill & Partners designed a "dream" exhibit, which drove planning to reach the most ideal outcome. "We approached MRC's goals in a different way," says Hill & Partners president Michael McMahon. "Providing the client with a perfect-world scenario enabled us to focus on that ideal while working out the functional, practical aspects of the project." Hill & Partners used some existing structures in combination with new feature areas including a full open theater and café. The result was an exhibit that maximized the attendee experience while meeting all client goals.

"Working with Hill & Partners on our biggest event of the year helped contribute to us having the most successful show ever. From the design concept stage through to show opening their creativity and expertise led the way. As market leaders in our industry, it is paramount for us to work with an exhibit house that fully understands our company, products and the marketplace we our targeting. Hill & Partners does all that and much more" – Maureen A. Payne, Exhibit Manager

Hill & Partners, established in 1995, is a boutique full service custom trade show exhibit house dedicated to providing excellence in service. Based in Quincy, MA, Hill & Partners works with a variety of clients across many industries to provide custom solutions to any challenge.

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