



Hill & Partners designs General Cigar Company's booth for IPCPR Annual Convention & Trade Show

QUINCY, MA, ISSUED JULY 10, 2010...Hill & Partners, Inc., a full-service tradeshow exhibit design firm, has partnered with General Cigar Company Inc. to create a custom rental exhibit in a footprint covering 80x100 square feet.

The I.P.C.P.R., (International Premium Cigar & Pipe Retailers Association), will hold their annual Convention & Trade Show from August 9-13 at the Ernest N. Morial Convention Center in New Orleans, LA.

General Cigar is the largest manufacturer and marketer of premium, imported hand-made cigars in the United States.

The creative team at Hill & Partners has designed a sophisticated booth for General Cigar to showcase at the prestigious I.P.C.P.R. tradeshow, complete with a new tailor-made structure being built in the General Cigar Dominican factory. The exhibit also serves to celebrate General Cigar's 50th anniversary with a prominently displayed 50-year logo. General Cigar will debut a variety of new products at this year's tradeshow. Included in the new offerings will be a new Macanudo line, a new La Gloria Cubana cigar and a new Hoyo de Monterrey cigar. Macanudo, one of General Cigar's most well-recognized brands, recently celebrated its 40th birthday.

Renowned cigar aficionado Benji Menendez will maintain a seating area within the booth, and will be available to discuss the General Cigar product line with attendees.

Refreshments will be available at "Café Macanudo" located in the center of the 8,000 square foot booth.

Michael McMahon, President and CEO of Hill & Partners, Inc., said, "Creating a unique and highly interactive booth that showcases this industry market leader was a wonderful opportunity for our creative and artistic team."

About Hill & Partners

Hill & Partners, Inc. is a full service exhibit design company specializing in three dimensional branded environments for tradeshow, events and facility installations. Over the past fifteen years, the company has earned a reputation for exceptional strategic insight, strong account management and inspired design services. The team at Hill & Partners has worked across many industries and six continents. Experience is a key factor in their long running relationships with clients including Polartec LLC, Candela Laser, GTECH and Stanley Black & Decker. The company offers custom exhibit design and production, custom turnkey rentals, and branded environments along with complete client program support and services. Hill & Partners, established in 1995, has been named one of the Boston area's fastest growing companies by the Boston Business Journal. For additional information, please call 857-401-0312, visit www.hillpartners.com or find the company on Facebook & LinkedIn.