



AgaMatrix Exhibits at AADE in Atlanta with New Design



Hill & Partners partnered with AgaMatrix to create a custom exhibit solution for AADE in Atlanta. AgaMatrix is a technology company that develops and manufactures next-generation blood glucose monitoring (BGM) products to assist diabetes patients.

Hill & Partners was challenged with designing a new look for AgaMatrix's unusual booth layout at AADE, a 70' x 30' trapezoid. The booth needed to accommodate a private lounge for client demos as well as a large common area for attendee interaction. Without rigging points above, corporate identification hanging signs had to be engineered into a ground-supported solution without cluttering the welcoming open environment of the design.

The creative team at H&P designed a structure that utilizes AgaMatrix's existing towers and workstations, and combines them with rental components to meet the challenges of the large unique space. The private lounge area and giant 16' five-sided tower were among some of the components that were drawn from the extensive rental inventory at H&P. The versatility of the design allowed Agamatrix to accomplish all of their exhibit goals within their budget.

Hill & Partners, Inc. is a full service tradeshow exhibit design company specializing in three-dimensional marketing solutions. Recently named one of the Boston area's fastest growing companies by the Boston Business Journal, H&P is pleased to work with a variety of clients across many industries providing custom solutions for any challenge. Satisfied customers include: Candela Laser, Mountain Hardwear, Microwave Radio and GTECH Corporation. Hill & Partners is headquartered at 124 Old Colony Avenue Quincy, MA 02170. More information can be found at www.hillpartners.com, or by calling 617.471.7990.

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