



## ITC Med Joins Hill & Partners, Inc for Upcoming Trade Shows



Hill & Partners, Inc (H&P) welcomes New Jersey medical technology company ITC Med as the newest member to join its growing client list. Recently named one of the Boston area's fastest growing companies by the Boston Business Journal, H&P is pleased to work with another rapidly expanding company.

After acquiring several smaller companies, ITC Med underwent a complete rebranding to create a cohesive statement about its offerings. ITC Med chose H&P to showcase the new brand at its upcoming trade shows. H&P carefully selected a natural color palette to emphasize ITC Med's new vibrant logo. "We really strove to create an atmosphere that is unmistakably ITC. The natural, soft colors allow the logo to shine, while the structural environment welcomes visitors to the space," says H&P Creative Director, Mark Holme. The exhibit also features product demonstration areas and a theater center for an educational speaker series. ITC Med exhibits at the Critical Care Nursing Continuing Education and the American Association of Clinical Chemistry annual meetings.

ITC arrives at an especially critical time for Hill & Partners as it prepares for the Healthcare Exhibitors Association (HCEA) annual meeting in June. H&P has been a member of HCEA for several years, and staff members have been educating themselves on the nuances of providing exhibit services for healthcare companies. The new pharma code industry regulations are causing a buzz for healthcare exhibitors, especially as companies try to anticipate the impact on trade shows and events. The H&P team remains confident that its efforts with the new regulations will be realized with the success at ITC Med's events.

Hill & Partners, Inc. is a full service tradeshow exhibit design company specializing in three-dimensional marketing solutions. H&P works 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](http://www.hillpartners.com), or by calling 617.471.7990.

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