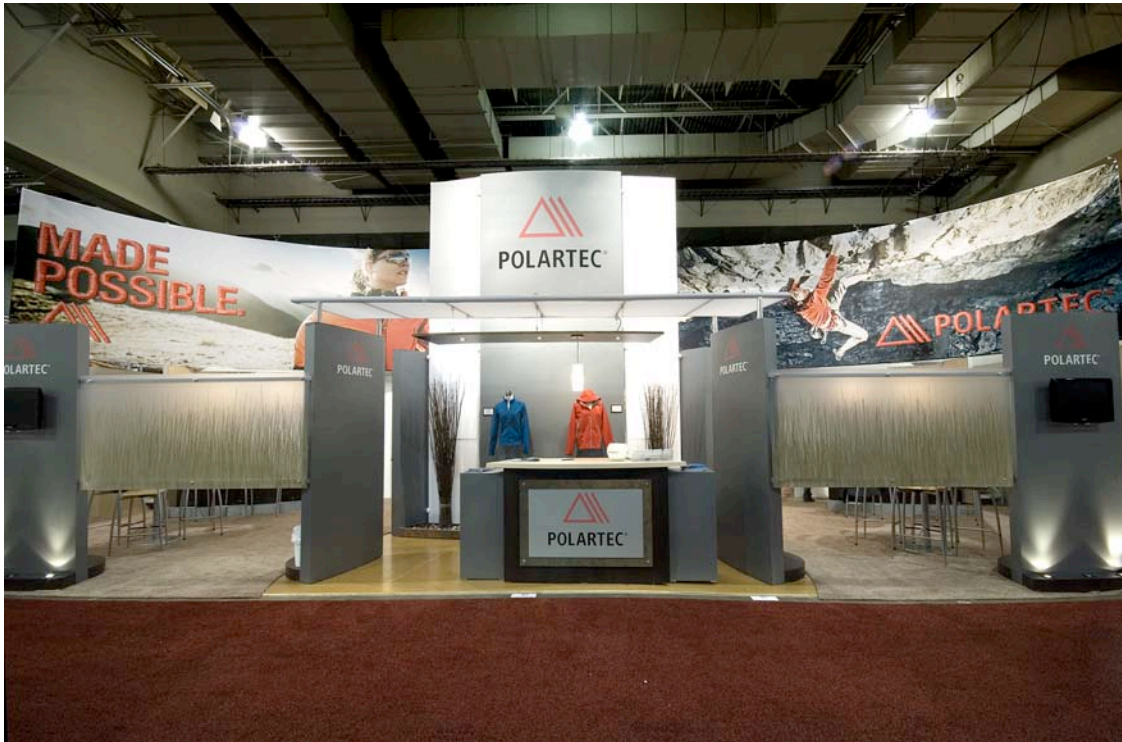




Polartec Rebrands Trade Show Presence with Double Deck Solution from H&P



Hill & Partners' fourteen-year client, Polartec, unveiled a custom double deck rental solution this January at the Outdoor Retailer show in Salt Lake City. After years of exhibiting with their bold black and red trademark, Polartec collaborated with H&P to incorporate a fresh branding initiative into their trade show program. Polartec's new direction was to capture a modern industrial feel mimicking their factory, while also incorporating an eco-friendly image of their reusable resources. H&P's main challenge was including five meeting rooms in a 30x50 space, while still allowing room to showcase the product, tell the corporate story, and meet clients in a more comfortable and inviting area. Allon Cohne, North American Marketing Manger at Polartec, was thrilled with the customer response of the new booth, saying it was, "Very well received from both staff and customers. It made a great impression!"

H&P designed the perfect booth to live up to Polartec's new branding expectations with their clean double deck approach. Two spacious meeting rooms occupy the main floor, while the

upper deck provides space for three additional meeting areas. Recycled materials such as cork flooring and beargrass plexi panels emphasize an earth-friendly atmosphere, while the clean color palette was chosen to promote a modern environment. Two fabric signs give a splash of color and movement to the exhibit, as well as make the double deck more private. The integrity of the booth is maintained even when the deck is removed for smaller shows, making it an especially versatile booth. The aluminum rental panels that frame the booth also support other eco-friendly trade show programs at H&P.

About Hill & Partners, Inc.

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, or by calling 617990.7-471-