



Hill & Partners Secures Xtralis for NFPA 2009



Hill & Partners, Inc (H&P) recently built a new exhibit for fire protection and security industry leader Xtralis. Earlier this year Xtralis completely updated their brand and decided that overhauling their trade show program was the next logical step.

Xtralis wanted the new exhibit to reflect their revitalized colors and logo and breathe new life in their product demonstrations. Hill & Partners built a large, lit tower, highlighting branding statements products. "The Marketing Manager, Sarah Thorley, really wanted to show off the accuracy of their fire detectors inside the exhibit hall. We needed to create a controlled, yet visible, environment to maintain safety and put on a good show," said H&P project manager, Ryan DiCicco. The solution was to build a model prison and "set fire" to individual cells to trigger the alarm. All the activity in the booth brought a new energy and excitement to the demonstrations. Xtralis also challenged attendees to test their safety

knowledge with interactive games and trivia. "We had great show turnout. Everyone was excited about the exhibit and all the activity," said DiCicco.

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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