



Agamatrix Press Release



After great success working with Hill & Partners for their 2007 trade shows, AgaMatrix knew it was time to up the ante even more for their brand, WaveSense. The assignment was to create a brand intensive environment worthy of the large crowds of attendees they wanted to attract.

To energize the brand, Hill & Partners created a "Wall of WaveSense" constructed with large fabric cones with a fully customized light show and interactive product demonstration areas. "AgaMatrix tripled their exhibit space since we have been working with them," said Hill &

Partners account manager, Matthew Johnson. "We really strove to provide them with a truly unique, brand focused, space. It had to tell their story and accomplish every goal for their shows, ADA and AADE."

The open layout allowed large groups of attendees to explore the WaveSense products while the pulsing blue and orange theatrical lighting highlighted the fabric shapes and added a new take to more traditional events. "Hill & Partners is the only company that can create an exhibit that represents our vision for the company and the WaveSense brand," said Tim Golnik, Industrial Designer for AgaMatrix.

About Hill & Partners

Hill & Partners, established in 1995, is a full service custom trade show exhibit house dedicated to providing excellence in service. Based in Quincy, MA, Hill & Partners works with a variety of clients across many industries to provide custom solutions to any challenge. For more information about Hill & Partners and their work, please visit www.hillpartners.com or call 617-471-7990.

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