



## Basilea Labs Inc joins growing list of Hill & Partners clientele



Hill & Partners once again revealed its ability to design and construct a highly styled and functional exhibit for new client Basilea Labs Inc. The objective was to design an exhibit that presented the brand true to form, which is sophisticated, traditional and with an edge. As a medical exhibit the information shown needed to be specific to their line of antifungal and antibacterial agents, speaking to their highly technological solutions.

Drawing on their extensive rental inventory H&P responded by incorporating colors, materials and graphics in the layout, all to brand. They implemented an array of educational graphic displays into highly visible white and blue towers complete with Basilea logos, along with a stylishly shaped overhead canopy with accent pendant lights. The rental property debuted at

the Interscience Conference on Antimicrobial Agents and Chemotherapy, which is held annually, and is the premier meeting on infectious diseases and antimicrobial agents. Overall the booth was highly successful, meeting all the set objectives and showing Basilea off as leaders in the development of the drugs.

#### About Hill & Partners

Hill and Partners are a boutique custom exhibit house based in the Boston area- Founded in 1995 they pride themselves on the quality of attention each client receives. With partners worldwide they are able to utilize local knowledge and expertise to create events that are both memorable and guarantee results, Hill and partners is located at 124 Old Colony Avenue, Quincy, MA, 02170 and can be visited at [www.hillpartners.com](http://www.hillpartners.com)  
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