

## Hill & Partners' New Mountain Hardwear Booth Design Receives a BOB Award



### Improved BOB (Best of Booths) for Outdoor Retailer Winter Market 2010: Mountain Hardwear

Mountain Hardwear chose to open its doors and create a booth that was welcoming and easy to traverse. If one looked up, it was evident that the entrance portal was in the shape of a hex nut, the Mountain Hardwear symbol. But why the change?

"We needed to be fresh and to keep people on their toes," said Chapman Stewart. "The booth looks larger than it really is because we have gotten rid of some of the walls. We have also used fewer merchandising fixtures."

While the booth looks to be new, the reality is that the company is using the same walls and fixtures from the old booth but in a new way. All of this renovation has resulted in a booth that is easier to set up and for the reps to use.

The booth photo graphics are an integral part of the display and have been given a second life. All the visuals in the Mountain Hardwear booth will be up for bid on the Facebook Events Page and on Flickr. The company is taking bids, and the winning bidders will receive the photos while the money raised will be donated to the Haitian relief efforts.

[To see all of SNEWS' Bob awards click here](#)

**SNEWS** THE MOST TRUSTED  
OUTDOOR AND  
FITNESS INDUSTRY  
NEWS SOURCE SINCE  
1984