



Hill & Partners Debuts New Custom Exhibit for ITC Med



Hill & Partners, Inc (H&P) recently traveled to New Orleans for this year's American Association for Critical Care Nurses (AACN) show. The show proved to be very successful for new H&P client, ITC Med. The AACN show was ITC Med's first event showcasing their new branding and custom trade show exhibit. The property clearly identifies ITC Med as one of the leading Point-of-Care Testing and Homeostasis Management companies.

The new exhibit project, which was a collaboration between ITC Med's marketing department and the H&P team, created quite an impression on show attendees, company representatives and competitors. Design elements such as soft welcoming colors, comfortable seating and unique lighting provided a casual environment where attendees explored ITC product solutions and participated in a speaker series. Attendee feedback confirmed that the exciting and stylish "homelike" environment was a huge success. ITC Med employees were very excited to see their updated look on the trade show floor; even competitors couldn't resist commenting on the new property. Rick Culotta, Hospital Territory Manager at ITC Med, said, "The booth was first class, it really put us at the top of our game." The partnership between H&P and ITC Med has proved to be one that most exhibit houses strive to create in their working relationships. Paul Savuto, Director of Market Development at ITC Med, summed up his feelings on his new trade show initiative with a simple but impactful statement, "Love the booth, love the team!"

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 617.471.7990.

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