



**Hill & Partners designs SEGD Expo booth for Sunrise Systems, Inc.**  
*Exhibit takes "Best of Show" award at Washington, DC expo*



QUINCY, MA, ISSUED JUNE 28, 2010...Hill & Partners, Inc., a full-service tradeshow exhibit design firm, partnered with Sunrise Systems, Inc. to create a 10x20 custom rental exhibit for the 2010 SEGD (Society for Environmental Graphic Design) Annual Conference + Expo.

The booth won "Best of Show "at the expo, held June 4<sup>th</sup> at the Gaylord National Resort & Convention center in Washington, DC.

The challenge faced by the creative team at Hill & Partners was to showcase the Sunrise Systems product in a unique way; Sunrise Systems is a manufacturer of custom LED signage focusing on permanent custom displays for architectural environments.

Hill & Partners organized the booth's visual space through the use of back-wall aluminum metal panels, featuring the company's logo in a sophisticated setting; the effect was to brand the exhibit with the Sunrise Systems logo, showcasing their identity and their custom LED signage.

"The challenge was to create an environment that was both high-tech and design savvy," said Mark Holme, Creative Director at Hill & Partners, Inc. "We wanted a booth that would speak to architects and at the same time showcase the custom-tailored information displays that define Sunrise Systems; we were able to achieve those objectives with a custom turn key rental that eased the cost of the project and maximized the client's budget."

Michael McMahon, President and CEO of Hill & Partners, Inc., said, "Having the Sunrise Systems booth take "Best of Show" at the prestigious SEGD Expo is a true testament to the work of our innovative and artistic team."

### **About Hill & Partners**

Hill & Partners, Inc. is a full service exhibit design company specializing in three dimensional branded environments for tradeshow, events and facility installations. Over the past fifteen years, the company has earned a reputation for exceptional strategic insight, strong account management and inspired design services. The team at Hill & Partners has worked across many industries and six continents. Experience is a key factor in their long running relationships with clients including Polartec LLC, Candela Laser, GTECH and Stanley Black and Decker. The company offers custom exhibit design and production, custom turnkey rentals, and branded environments along with complete client program support and services. Hill & Partners, established in 1995, has been named one of the Boston area's fastest growing companies by the Boston Business Journal. For additional information, please call 857-401-0312, visit [www.hillpartners.com](http://www.hillpartners.com) or find the company on Facebook & LinkedIn.