

For Immediate Release

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## **Hill & Partners designs and manages Stanley Tools booth for True Value Spring Market 2011**

QUINCY, MA, ISSUED MARCH 9, 2011...Hill & Partners, Inc., a full-service tradeshow exhibit design firm, recently partnered with Stanley Tools to premier a new custom rental booth at True Value Spring Market 2011, held January 31 – February 1 at the Orange County Convention Center in Orlando, Florida.

Stanley Tools, a brand of Stanley Black & Decker is a diversified worldwide supplier of tools and engineered solutions for professional, industrial, woodworking, construction and do-it-yourself use. For over 165 years, the trusted Stanley® brand has been synonymous with quality, value, and reliability.

Hill & Partners collaborated with long-time client Stanley Tools to deliver a brand infused environment with a 20x40 custom rental that created a micro-store environment, effectively featuring a variety of Stanley® and Stanley-Bostitch hand and pneumatic tools. The trade show – open to all True Value store owners – also served to debut Stanley Tools' new carbide blade line.

Attendees were welcomed to the impressive booth by a large reception area which provided an inviting space for True Value store owners to learn about the new carbide blade line and other Stanley Tools products.

The striking booth encompassed four towering 16-foot high columns surrounding a diverse display of Stanley Tools. The columns supported two overhead fabric canopies at varying levels on which corporate branding headers were displayed in dramatic fashion.

A hardware store environment was created by incorporating silver accents and industry germane elements, including workshop light fixtures. Diagonal black and yellow stripes on the perimeters of the columns provided additional dimension and introduced a construction zone look and feel to the exhibit.

Oversized black and white imagery displayed throughout the interior and exterior of the booth illustrated a variety of Stanley® and Stanley-Bostitch products in use, while the featured new product popped with color against the subdued backgrounds. The bold color accents gave dramatic appeal to the highly-trafficked booth, yet the exhibit remained true to the widely recognized Stanley® branding through the effective use of the company's signature yellow and black color scheme.

Michael McMahon, President and CEO of Hill & Partners, Inc., said, "We're pleased to have had the opportunity to bring Stanley Tools to True Value Spring Market 2011 with a high visibility booth that showcased the company's brand and extensive product line; the use of color and the overall design configuration worked seamlessly together to create an environment that established instant association with the Stanley® product brand."

### ***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, Dunkin' Brands, GTECH, Samsonite and Stanley Black & 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 [hillpartners.com](http://hillpartners.com) or find the company on Facebook, LinkedIn and Twitter.