

For Immediate Release  
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## **Hill & Partners signs Samsonite as client; manages booth for 2011 International CES®**

QUINCY, MA, ISSUED FEBRUARY 3, 2011...Hill & Partners, Inc., a full-service tradeshow exhibit design firm, announces the addition of Samsonite to its client roster, premiering its partnership with the worlds' leading luggage manufacturer at 2011 International CES® (Consumer Electronics Show) held January 6 – 9 at the Las Vegas Convention Center.

Samsonite, headquartered in Mansfield, MA with locations throughout the world, is the foremost manufacturer of contemporary luggage and travel accessories.

Hill & Partners brought Samsonite to 2011 International CES® – the largest consumer technology trade show worldwide – with a clean and modern 20x25 custom turn-key property featuring an eye-catching 16 foot high peninsula bearing Samsonite's signature colors of red, silver and black.

The three-sided booth created a mini-store atmosphere, with a large variety of products from the Samsonite business division line exhibited on panels throughout, making for a strong branded environment. A fabric canopy, vinyl flooring and pendant lights added to the "shopping experience" tone of the booth, while black and white imagery heightened by 3-D silver and white Samsonite logos punctuated with bursts of red further enhanced the attention-grabbing booth.

In addition to 2011 International CES® Hill & Partners will bring Samsonite to Camex 2011(Campus Market Expo) in Houston and the Travel Goods Show in Chicago during the first quarter of the year. Booth design and configuration for both the Houston and Chicago shows will differ from the 2011 International CES® to best represent Samsonite's various product groups.

Michael McMahan, President and CEO of Hill & Partners, Inc., said, "We have worked with Samsonite in the past and are excited to once again partner with this premier manufacturer of fashionable luggage; it was a gratifying and rewarding experience to showcase the company's brand and business product line by managing its high visibility booth at the prestigious 2011 International CES®."

### ***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.

