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## The Hughes Group Selects Kroner Communications as Agency Of Record

### *Focus on Public Relations to Fuel Brand Growth*

COLUMBIA, MD - July 10, 2013 - [The Hughes Group](#), a leading provider of exhibits, event management and environments, today announced that [Kroner Communications](#), an objectives-based [marketing communications consulting agency](#), has been selected as its agency of record. As The Hughes Group's brand partner, Kroner Communications will focus on Public Relations strategies and initiatives to help grow brand awareness.

"We couldn't be more pleased to have Kroner Communications represent The Hughes Group and introduce our products and services to show organizers and event marketers across the country," said Bob Hughes, president, the Hughes Group. "We look forward to many years of success."

"I am elated to add The Hughes Group to our roster of clients," commented Marilyn R. Kroner, principal, Kroner Communications. "We look forward to facilitating the growth of its brand and intriguing product line with event professionals across the country."

### **About The Hughes Group**

FutureShow® is the Hughes platform driving a new style of conferences, focused on content-driven, face-to-face communication, generating better value to attendants and exhibitors/sponsors.

The Hughes Group has 30 years of exhibit sales and design experience. In addition to the FutureShow®, The Hughes Group created the Xpressions display line of products, and manufacture and sell a new display system, Eventege®, with the aim of having a product that reduces the logistical costs of exhibits, exhibiting and producing shows by up to 50%. The Hughes Group recently announced that it is creating a joint go-to-market campaign for [Hypersuade's](#) digital collateral delivery system. ([www.thehughesgroup.com](http://www.thehughesgroup.com))

### **About Kroner Communications**

Kroner Communications is a consulting company focused on results-oriented marketing communications initiatives. All work begins with measurable objectives, from fully integrated marketing communications campaigns to specific projects. Kroner Communications provides integrated message

development, public relations, social media marketing, trade show strategy and planning, collateral development, advertising management, and web site marketing management for companies in various industries, including technology, fitness, and event marketing. Call 303/478-3044 or click ([www.KronerCommunications.com](http://www.KronerCommunications.com)). Follow Kroner Communications on [Facebook](#), [Twitter](#), [Google+](#), [LinkedIn](#), and [Pinterest](#).