



Hamilton Receives Silver ExSys Award for Dematic Exhibit at ProMat 2025

Recognition highlights excellence in system-based exhibit design and innovation.

INDIANAPOLIS, IN, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- Hamilton has been recognized with a Silver ExSys Award in the Best Large Rental Exhibit category for its design and fabrication of Dematic's exhibit at ProMat 2025.

Managed by The Experiential Design Authority (TEDA), the [ExSys Awards](#) recognize excellence in system-based exhibit design, adaptability, and innovation. Winners are selected by a panel of experiential design professionals representing TEDA's U.S. and International Advisory Boards. The 2026 awards were presented during a ceremony held at Moss Inc. headquarters in Chicago.

Hamilton designed and fabricated Dematic's exhibit at ProMat 2025, which featured two 30-by-80-foot island exhibits anchored by a "Software Command Center" theater. The exhibit balanced immersive technology with architectural design, using an all-black perimeter to establish a strong brand presence while creating dedicated spaces for software demonstrations, virtual reality experiences, branded hospitality, meeting rooms, and attendee engagement.

According to the ExSys Awards judges, the exhibit stood out for its thoughtful integration of design and technology. One judge described the space as "bold and elegant," noting that the dark palette was elevated through intelligent lighting and that technology complemented, rather than overshadowed, the architecture.

The Silver ExSys Award recognizes Hamilton's ability to create [adaptable exhibit environments](#) that combine strategic storytelling, functional design, and engaging visitor experiences. The recognition also reflects the company's expertise in delivering large-scale rental exhibits that support client objectives while maximizing flexibility and reusability.

The ExSys Awards are among the exhibit industry's leading programs dedicated specifically to system-based exhibit design. In addition to recognizing category winners, the program honors innovation across the experiential design community through professional and student competitions.

About Hamilton:

Hamilton is a full-service experiential and event marketing agency with a 75-year legacy creating immersive brand experiences for companies worldwide. We design, produce, and execute integrated experiences – exhibits, events, environments, mobile, and digital solutions – that drive meaningful connections between brands and their audiences.

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