



Press Release

GEORGE P. JOHNSON AND INXPO PARTNER TO BRING EXPERIENCE MARKETING AND VIRTUAL EVENTS TOGETHER

Collaboration enables marketers to optimize the sales cycle and improve total marketing performance

Detroit and Chicago (April 1, 2009) — Experience marketing agency [George P. Johnson \(GPJ\)](#) and InXpo, a leading provider for virtual events and experiences, today announced an industry-first partnership that brings together the most advanced thinking in live experience and virtual marketing.

The partnership provides brand marketers with a combined offering in one package: the strategic and creative communication capabilities of one of the world's premier global experience marketing agencies integrated with a diverse range of online environments designed to activate brand conversation, community and sales.

First announced at MarketingProfs' Digital Marketing World to an audience of more than 12,000 senior marketers worldwide, the [GPJ-InXpo](#) relationship represents the most evolved approach yet to capturing new market share in today's flat world, always-on business model. A video introduction to this partnership is available here featuring Kenny Lauer, GPJ's Director of Digital Technologies: <http://gpj.com/gpj-inxpo/>.

By blending [GPJ's](#) nearly 100 years of strategic insight into face-to-face marketing with InXpo's diverse web-based products to co-create new ways to deepen, sustain and multiply audience engagement, marketers can scale internal and external event-based communications to match any event type – ranging from corporate sales meetings to third-party trade shows – so that communications are targeted, high-value, aligned to specific business objectives, and measurable.

“This preferred partner relationship builds on 15+ years of investment by [GPJ](#) in our Global LINKS software suite, emphasizing our constant focus on amplifying communication between client brands and their audiences,” said Robert G. Vallee Jr., CEO of [George P. Johnson](#). “Whatever face-to-face and online activities best suit our clients' needs, [GPJ](#) operates as the strategic advisor and creative agent to help identify and fully leverage the experience touch points brands need to deploy to truly engage and motivate audiences.”

[GPJ](#) is recognized as the originator of an approach to experience marketing that takes the strategic, creative, media and digital capabilities of a marketing agency and activates them through the on-the-ground execution capabilities of a global events company. The agency's groundbreaking best practices in technology, vendor consolidation, global purchasing power, portfolio management and related cost-saving initiatives are widely used by Fortune 1000 brands in mature and emerging markets worldwide.

InXpo's diverse virtual events solutions include virtual trade shows, virtual corporate events, virtual communities, webcasting capabilities and other forms of web-based brand communications. InXpo's clients include a range of internationally-recognized corporate brands as well as top global publishers and media companies, including the award-winning virtual event for InformationWeek Business Technology Network's InformationWeek 500.

“The integration of InXpo's platform with [GPJ](#) is exactly what the marketing industry needs to quickly bring clarity and maturity to a seemingly bewildering array of options and associated risks. We believe that we can help our clients not simply engage the virtual event world but to do it well to ensure the highest return on their investment,” said Drew VanVooren, President and co-founder of InXpo. “The flexibility and customization of this integrated solution is a strong advantage for brand companies, enabling them to extend the value of their marketing expenditures.”



GPJ has been increasingly supporting brands with virtual experience design and activation for several years, in support of the company's belief in an emerging "hybrid event model." This framework is based not on simply tactically combining live and digital, but is instead strategically focused on a customer experience model and the necessary touch points required to move customers to action.

In light of that strategy, GPJ recently added to its capabilities by acquiring a leading interactive marketing agency, JUXT Interactive, and a mobile marketing platform, MobilePromote, as well as completing a minority investment in a premier media design agency, The Spinifex Group.

"Underlying this partnership is the enormous opportunity for brand marketers to put in place an integrated data structure across the enterprise that will enable greater marketing intelligence," said Chris Meyer, Senior Vice President and General Manager of [George P. Johnson](#). "Going forward, the event industry will be looking at data and knowledge integration increasingly as an area where we can turn raw marketing information into insights that drive immediate value across multiple business units – either through engaging new customers or pulling more value out of existing business. This is the next big growth area for our industry."

About George P. Johnson ([gpj.com](#))

GPJ is the premier worldwide experience marketing agency specializing in using branded live experiences and environments to help clients cut through marketplace noise, differentiate from the competition and create lasting relationships that directly impact the bottom line.

Through an integrated service offering that combines Program Strategy, Creative, Technology and Delivery capabilities, GPJ provides a full suite of relationship-building event, exhibit live and digital experience solutions that organizations use to drive deep brand engagement, preference and loyalty through customer-centric experience marketing campaigns. GPJ clients won 37 awards in 2008 alone, including five Ex Awards, an unprecedented achievement in the marketing industry.

Frequently cited for its thought leadership, GPJ is known for its annual *EventView* report, frequent white papers and standards-setting collaborations with leading event and marketing trade associations. Consistently ranked one of Advertising Age's "Top 25 Marketing Agencies", GPJ provides its services through 26 offices around the world.

About InXpo

InXpo is the leading provider of privately-branded virtual events, including Virtual Trade Shows, Virtual Career Fairs and Virtual Corporate Events, as well as Audio and Video Webcasts. These virtual solutions dramatically reduce travel time and related costs, in addition to making the world a greener place to live. InXpo's Virtual Events provide Publishers with new online revenue opportunities and Corporations with the ability to generate leads, communicate, educate and network by connecting more effectively with their communities. The company is headquartered in Chicago. For more information, visit <http://www.inxpo.com>.

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