



GEORGE P. JOHNSON  
experience marketing



Press Release

## GEORGE P. JOHNSON AND THE ACTIVE NETWORK, INC., FORM EVENT TECHNOLOGY ALLIANCE

*Deal provides event marketers end-to-end technology, consulting and software*

**Auburn Hills, MI and San Diego, CA (October 7, 2010)** – The number one ranked event marketing agency, [George P. Johnson \(GPJ\)](#) and a world leading provider of integrated event management software, [The Active Network, Inc.](#) (Active Network), today announced a groundbreaking strategic agreement which integrates GPJ's award-winning experience marketing services with cutting-edge engagement marketing software offered by Active Network's™ [ActiveEvents](#) platform.

As part of the strategic marketing agreement, GPJ sold its customer-facing event registration, content, housing and related technology assets, including its MobilePromote product to Active Network. Also as part of the deal, GPJ will use Active Network's ActiveEvents technology platform and Active Network will use GPJ's experience marketing services as each other's first choice solution for clients.

"Event marketers need to eliminate multiple technology systems, reduce complexity, drive down costs and improve the brand experience online, on devices and in their physical events," said Jeffrey Rutchik, Senior Vice President, Client Services Worldwide, General Manager. "This alliance with Active Network allows event marketing leaders to elevate both their individual event programs and entire event portfolios by placing them on this proven platform of integrated marketing services and software that can drive better results and ROI."

The new comprehensive platform of experience marketing services and software touches on the entire event and relationship life cycle, including strategic planning and portfolio analysis, lead management, measurement, event registration, audience, sponsorship, content and event management, and mobile device communications.

"The financial and operational benefits of working through one technology platform across the entire event life cycle makes our combined offering the industry's first one-stop source for implementing, monitoring, and measuring event marketing investments," said JR Sherman, General Manager of Active Network's Events division. "For GPJ's current and future business-to-consumer and business-to-business clients, the ActiveEvents platform represents the next generation of strategic event marketing technology and one of the most comprehensive event solutions available today."

Today, GPJ and Active Network already support many of the world's top event marketing clients. This new offering enables existing and future clients to execute event programs in established and emerging markets worldwide using GPJ's experience marketing teams and Active Network's cost efficient technology infrastructure.

For more information on Active Network's industry leading ActiveEvents technology platform, please visit [www.ActiveEvents.com](http://www.ActiveEvents.com).

### **About George P. Johnson Experience Marketing (gpj.com)**

GPJ is a worldwide experience marketing agency that creates great ideas and brings them to life through integrated live and online experiences and environments, helping clients cut through marketplace noise, differentiate from the competition and create lasting relationships that directly impact the bottom line. Ranked by *Advertising Age* as the "#1 Event Marketing Agency" and consistently placing among the world's top marketing agencies, GPJ provides its services through 26 offices around the world. The agency's clients won 37 awards in 2008, five Ex Awards in 2009 and took home both the Grand Ex Award as well as the Best 100% Virtual Ex Award in 2010.

### **About Active Network**

The Active Network, Inc. is a technology and media company that helps millions of people find and register for things to do and helps organizations increase participation in their activities and events. For more information about The Active Network, Inc., please visit [www.ActiveNetwork.com](http://www.ActiveNetwork.com).

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