



FOR IMMEDIATE RELEASE

Cadient Group and Atlantic Exhibits Host 'Go Smart or Stay Home'

New intelligent convention showcases the latest in tradeshow technology and design

Horsham, Pa., March 17, 2011 – [Cadient Group](#), a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry, and [Atlantic Exhibits](#), a full service firm specializing in exhibit, museum and corporate interior design and build, have joined forces to create **Go Smart or Stay Home**. The event is an intelligent convention designed to IMMERSE guests within the latest tradeshow intelligence technology and design. *Go Smart or Stay Home* will take place at Atlantic's Showroom in Horsham, Pa. (113 Rock Road, Horsham, Pa. 19044) on April 28, 2011 from 1:00 pm to 4:00 pm EST.

This collaboration will showcase the latest trends and best practices in exhibit design, intelligence, lead generation and ROI. Each exhibit space will be powered with Cadient's [IMMERSESM](#) intelligence solution, which tracks, evaluates and optimizes convention interactions, and the findings presented at the end of the event.

"An effective trade show interaction is another touch point in an ongoing dialogue between an organization and its customers," says Greg Beach, President, Atlantic Exhibits. "Content and attendee experience must easily inform those channels activated post-show, resulting in improved ROI. We're excited to share how Cadient and Atlantic are working together to increase event performance."

"Cadient Group and Atlantic are thrilled to host an unconventional convention to demonstrate the latest in exhibit engagement and intelligence," says Michael Kelly, Vice President, Cadient Group. "*Go Smart or Stay Home* will highlight the industry's best exhibit designs while taking guests through a live demonstration of IMMERSE complete with real-time analytics."

[IMMERSESM](#) enables customers to optimize interactions with prospects within trade show exhibits. It can identify and segment target audience members, serve specific digital content based on any number of desired criteria, and record and report on all exhibit activity, LIVE within the booth space and online.

About Atlantic Exhibits

Atlantic Exhibits is a full service firm specializing in tradeshow exhibit design and production, strategic tradeshow marketing, museum and corporate interior design and build, graphics and custom manufacturing, program management and installation and dismantle field services. Since 1988, they have served clients globally from offices located in the Washington DC Metro (HQ), Baltimore, Philadelphia and Richmond/Tidewater Areas and manage assets from their Operations Center in Front Royal, VA. For more information, go to www.atlanticexhibits.com where you can view past projects and learn more about their capabilities.



About Cadient Group

Cadient Group is a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry. Powered by our suite of agency services, consultation services and technological expertise, Cadient Group delivers sensible strategies that inspire possibilities. By leveraging emerging technologies to drive our own innovative solutions, we deliver impactful interactive customer experiences for healthcare professionals, consumers, caregivers and payers. Through strategic insights, audience activation and program optimization, we ensure that our clients' business objectives are achieved. For more information about Cadient Group, visit www.cadient.com.

For more information contact:

Britt Ford, Director of Marketing at Atlantic Exhibits bford@atlanticexhibits.com or
Mike Kelly, VP of Marketing & Solutions BD at Cadient Group mike.kelly@cadient.com