

## **Atlantic Exhibits Collaborates With Cadient Group To Host Philadelphia Trade Show Display Event**

*Upcoming innovative event "Go Smart or Stay Home" will be hosted by Atlantic Exhibits in Philadelphia, along with digital marketing services expert, Cadient Group.*

April 6, 2011 (FPRC) -- HORSHAM, PA -- Partnering with Cadient Group, experts in digital marketing services, Atlantic Exhibits is announcing that they are hosting an innovative new Philadelphia trade show display technologies event. This show, entitled Go Smart or Stay Home, will aim to "immerse" participants in the trade show technology. The event will be taking place at Atlantic Exhibit's showroom at 113 Rock Road, Horsham PA, 19044, on April 28th, 2011.

Each exhibit space in the event will be powered with Cadient's Immerse intelligence solution and will showcase the latest tradeshow intelligence, technology, and design. How can trade show booths in Philadelphia benefit from this technology? This collaboration will showcase the latest trends and best practices in exhibit design, intelligence, lead generation and ROI. Essentially, IMMERSE can deliver digital content that is specific to the people visiting the booth. In addition, reports are generated in real time, so that exhibitors can instantly see and compare the results from a particular event.

"We're very excited to be able to make an even more solid connection between our exhibits and our visitors. Knowing what type of contact customers want to interact with is a key part of keeping them interested in the booth, as well as increasing exhibitors' return on investment," says Britt Ford, director of marketing and communications at Atlantic Exhibits.

Having the option to wander through the nation's best exhibits while getting a full sense of what the IMMERSE technology is capable of is essential to any business planning a Philadelphia trade show exhibit. These unique booths will allow customers to see how they can optimize interactions with exhibit visitors, customize content based on any given metrics, take reports on booth activity, and produce running reports. The technology is staggering, and truly complements Atlantic Exhibits displays.

"Partnering with Cadient Group for this convention allows us to truly show off what Atlantic Exhibits is capable of. This level of customization and technology only makes our exhibits stand out that much more. Giving our customers the chance to play with this new technology and see what it can do is an opportunity that is not to be missed," concludes Ford.

For more information on Go Smart or Stay Home, please contact Britt Ford, Director of Marketing for Atlantic Exhibit at [bford@atlanticexhibits.com](mailto:bford@atlanticexhibits.com)

### 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, log on to [www.atlanticexhibits.com](http://www.atlanticexhibits.com) where you can

view past projects and learn more about their capabilities.

**Contact Information**

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