



FOR IMMEDIATE RELEASE
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IMPACT XM LAUNCHES NEW GLOBAL BRAND

Toronto, ON – Aura XM announced today its merger with Impact Unlimited to form the new global experiential marketing agency, Impact XM, with headquarters in Dayton, NJ. This merger signifies a strategic action to strengthen the global footprint, expand operational, creative and digital engagement capabilities for its clients and position Impact XM to lead the ever-growing immersive engagement needs across all face-to-face marketing channels. Aura XM’s President, Jared Pollacco, has been appointed Impact XM’s President. Pollacco has served in leadership roles, including President, at Aura XM for nine years. Impact Unlimited President Ken Payne retired after 41 years of dedicated service.

“In today’s global marketplace, our vision is to serve all aspects of face-to-face experiential engagements – from B2B to B2C and digital engagements,” commented Jared Pollacco, Impact XM’S President. “This merger positions Impact XM for growth and elevates the diversified industries and services we can offer to our customers, globally. By uniting our organizations, we are powering brand experiences that drive greater results for our client’s objectives.”

Further supporting this merger, Pollacco has formed a seasoned executive team including Sandie Stransky – Executive Vice President, Steve Mapes – Chief Creative Officer, Heather Rosenow – VP Sales & Marketing, Joseph Haggerty, Chief Financial Officer, Andre Brack – European Managing Director and Kimberly Coakley – Director of Human Resources.

“We are excited to be sharing the benefits of this merger with our clients,” stated Executive Vice President, Sandie Stransky. “With more service locations, access to best practices from a broader variety of industries, to fresh perspectives from a new team chemistry, Impact XM is poised to bring a new level of event performance for our clients and their brands globally.”

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About Impact XM (www.impact-xm.com)

Impact XM is a global experiential marketing agency that crafts strategic audience engagements by powering brand experiences. Trusted by some of the world's most respected organizations, the agency has a forty-year heritage of insightful strategy, brilliant creative, smart fulfillment and purposeful metrics across business and consumer trade shows, user conferences, event activations and digital engagements. Headquartered in New Jersey, Impact XM maintains locations in Toronto, New Jersey, Las Vegas, San Francisco, Chicago, Sao Paulo and Zurich.

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