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**COLLINSON MEDIA & EVENTS LAUNCHES
INTERFUSE DIGITAL MARKETING PLATFORM**

ATLANTA, December 18, 2014—Collinson Media & Events today launched Interfuse as its new umbrella brand for digital marketing services. As with all Collinson products and services, the commitment to innovation, quality and outstanding customer service is the cornerstone of Interfuse. Offering digital services that include native advertising; pre-roll video and display retargeting; search engine optimization; online, tablet and mobile advertising; lead generation and custom eblasts as well as a complete digital marketing services program, Interfuse delivers custom solutions at affordable rates.

“The travel and tourism industry has seen a great deal of digital evolution over the past few years and we’ve created solutions that match the digital pace with Interfuse,” says Chris Collinson, president of Collinson Media & Events. “We think it is important to send a signal to the marketplace that we’ve forged our extensive industry knowledge with digital expertise to provide outstanding online engagement.” He notes that the digital division now offers expanded services in digital advertising, social media and analytics.

“Our goal was to build a team combining digital innovators and marketing technologist experts in data analytics and campaign execution to guide our clients away from the landmines associated with all the new choices in digital marketing. Just as important, we have people with the ability to simplify the landscape and communicate how it will build ROI for our customers,” states Jim Reagan, vice president of business development at Interfuse.

Interfuse’s digital services blend our experience in the travel and events industry with leading-edge software and technology, and a talented team of experts who know how to build campaigns that drive results. We have the ability to leverage content from Collinson’s award-winning editorial team and we can provide analytics that allow you to better understand your audience and how they interact with your brand online.

“The Interfuse media platform is a true step forward for our team and for the industry. We’ve combined the latest technology capabilities in demand-side, programmatic media buying with our historic commitment to personal service and excellence in campaign optimization. This focus on team AND technology are unmatched in the industry,” says Chris Rash, vice president of digital innovation at Interfuse.

Interfuse services include:

Native advertising	Pre-roll video	Display retargeting	Online engagement
Search engine marketing	Display advertising	Tablet & mobile advertising	Relationship marketing
Lead generation	Custom email blasts	Social advertising	Reputation management

ABOUT INTERFUSE

Interfuse leverages best-in-class digital media and services, award-winning content development and exceptional customer service to build our customers’ brands and increase their ROI. We’re a division of Collinson Media & Events: a leader in the meetings, travel and tourism industry specializing in destination marketing. More information about Interfuse and our services is available online at interfuse.media.

For more information on our complete line of digital services, contact Jim Reagan at jreagan@interfuse.media or 678-987-9900.