

## **Impact Unlimited Merges with Aura XM**

Impact Unlimited Inc., based in Dayton, NJ, recently announced its merger with Aura XM, based in Ontario, Canada, to form the new global experiential marketing agency Impact XM. Detroit based Peninsula Capital Partners LLC (“Peninsula”) and New York City based AGI Partners LLC (“AGI”), both prior investors in Aura XM, provided financing for the transaction. Terms of the transaction were not disclosed.

Founded by Richard Nelson in 1973, Impact Unlimited is a leading global provider of experiential marketing services to the life sciences and healthcare industries as well as other industries including industrial and financial services. Founded by Chuck Pollacco in 2001, Aura XM designs and executes face-to-face marketing experiences for clients in a wide range of industries and maintains a strong presence in Canada and throughout the world. Both companies have established track records providing Fortune 500 and other “blue chip” clients comprehensive experiential marketing services for trade shows, exhibitions, and the full range of live business-to-business venues and events. The merger creates a platform with an expanded global footprint and strengthened operational, creative and digital engagement capabilities. Impact XM will be headquartered in New Jersey with locations in Toronto, New Jersey, Las Vegas, San Francisco, Chicago, Sao Paulo and Zurich.

Aura XM’s President, Jared Pollacco, has been appointed Impact XM’s President and will be supported by 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. Jared Pollacco commented: “This merger positions Impact XM for growth and elevates the services we can offer to our customers globally.” Sandie Stransky added: “With more service locations, access to best practices from a broader variety of industries, and fresh perspectives from a new team chemistry, Impact XM is poised to bring a new level of event performance to our clients and their brands.”

The Peninsula and AGI investment teams were led by Partners James Illikman and David Acharya, respectively. James Illikman commented: “This merger is an important step in the execution of our investment thesis and strategy to build a global platform for addressing a major revenue opportunity in experiential marketing.” David Acharya added: “We are very excited to continue to invest in the building of a global experiential marketing leader and look forward to further supporting the company by focusing on organic initiatives and complementary acquisitions.”

Silvergrove Advisors LLC initiated this transaction and acted as exclusive financial advisor to the shareholders of Impact Unlimited. Brian Moloney, CEO of Silvergrove, commented: “Over more than forty years of Dick Nelson’s leadership, Impact Unlimited became an exemplar in the worldwide experiential marketing industry. The merger with Aura XM and the backing of Peninsula and AGI position the company to build on his vision and realize its full growth potential.”

K&L Gates LLP served as legal counsel to Impact Unlimited, and Foley and Lardner LLP served as legal counsel to Aura XM.

### **About Impact XM**

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. For further information on Impact XM, please visit [www.impact-xm.com](http://www.impact-xm.com).

### **About Peninsula Capital Partners LLC**

Peninsula is an investment company specializing in providing junior capital, including subordinated debt, preferred stock or common stock, either as a minority or control investor, to superior middle-market companies. The firm has raised five investment partnerships totaling approximately \$1.2 billion of committed capital, from which it has made over 100 investments in a wide range of industries. For further information on Peninsula, please visit [www.peninsulafunds.com](http://www.peninsulafunds.com).

### **About AGI Partners LLC**

AGI is an alternative investment management firm that deploys capital from its funds and pooled investment vehicles. The firm provides creative solutions and invests funds in private equity investments and special situation opportunities, partnering with best-in-class management teams by providing the financial and strategic resources required to grow businesses. For further information on AGI, please visit [www.agi-llc.com](http://www.agi-llc.com).

### **About Silvergrove Advisors LLC**

Silvergrove is a boutique merger and acquisition advisory firm based in NYC which represents family and entrepreneur owned companies in the middle market on recapitalizations, strategic sales, mergers and acquisitions. For more information on Silvergrove, please visit [www.silvergroveadvisors.com](http://www.silvergroveadvisors.com).