

## **NEWS RELEASE**

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### **MotivAction Launches Virtual Event Center and Expands Technology Partnerships with Unisfair**

MINNEAPOLIS, MN -- (May 26, 2010) MotivAction, a recognized leader in meetings and event management, announced today's launch of the MotivAction Virtual Event Center. Joe Keller, MotivAction President and COO, stated, "The Virtual Event Center provides immediate benefit to our clients in delivering a blueprint for effective virtual event design and a dynamic platform from which they can launch their next meeting, conference, trade show, or learning event."

MotivAction Virtual Event Center, powered by Unisfair's game-changing Virtual Engagement Platform V9, delivers meetings in a branded, intuitive and engaging environment. MotivAction Virtual Events Manager Anthony Warren said, "We are creating, designing, and managing incredible events for our clients. These virtual events build community, help them extend reach beyond the confines of a live event, and provide valuable measurement during the entire lifecycle." The environments designed by MotivAction incorporate the traditional aspects of a live event such as conference halls, exhibits, training sessions, reference libraries, as well as real-time interaction with speakers, exhibitors, and attendees. Beyond these standard event components, MotivAction is using a suite of collaborative tools to create an environment that is truly interactive. The production of video, inclusion of text chat, email, learning solutions, Skype, Twitter, Facebook, personalized attendee profiles, and real-time translation in 16 languages is what differentiates this experience from a traditional live event.

MotivAction's partnership with Unisfair solidifies the organizations commitment to maintaining its position as a leader in the design, delivery, and management of meetings and events. "Our goal is to create event experiences that are effective, measurable, and results driven. In an effort to produce the ideal event, we match the right technology partner with the identified business requirement. Unisfair's experience, flexibility, and intuitive design create an ideal partner," said Brad Williams, Vice President, Meetings & Events at MotivAction. Matt Salamone, Director of Channel Sales at Unisfair added, "Aligning with MotivAction, who truly understands event management, event design, and audience insight creates a unique and compelling offer to our clients. We are delighted to include MotivAction as a partner."

#### **About MotivAction**

MotivAction is a performance improvement company engaged by organizations looking to improve results through people. Headquartered in Minneapolis, MotivAction has been delivering [meetings and events](#), [incentives](#) and [recognition](#), and [learning](#) services to many FORTUNE 1000 companies for over 30 years. For more information, visit <http://www.motivaction.com>

**About Unisfair**

Unisfair provides virtual events and environments that deliver highly measurable results for the world's most innovative enterprises. The company's industry-leading platform enables companies like Ariba, CA, IBM, Intuit, KPMG, Quest Software, and Novartis to implement a virtual engagement strategy across the customer lifecycle.

Unisfair's virtual events are easy-to-use and offer a highly interactive experience through speaking sessions, exhibition floors and networking areas. By delivering comprehensive attendee data, Unisfair's virtual events result in highly qualified leads and enhance demand generation, community building and customer advocacy.

Backed by Sequoia Capital and Norwest Venture Partners, Unisfair is headquartered in Silicon Valley and has led the virtual events space since 2000. For more information visit [www.unisfair.com](http://www.unisfair.com).