



**wheelhouse**  
**solutions**

Experts in experience marketing.

**FOR IMMEDIATE RELEASE:**

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## **WCP EXPOSITION SERVICES REBRANDS TO BECOME WHEELHOUSE SOLUTIONS – EXPERTS IN EXPERIENCE MARKETING**

*Name change reflects value proposition and extended service offering of  
Champion Exposition Services, George Fern Company's parent company*

San Francisco, CA , Feb. 18, 2010 – WCP Exposition Services, parent organization of [Champion Exposition Services](#), [George Fern Company](#) and [Immersa Marketing](#), has been renamed [Wheelhouse Solutions](#) to better reflect its expanded service offering beyond expositions, including digital experiences, event strategy and marketing solutions offered to Champion's and Fern's existing customer base through its Immersa Marketing company.

Originally named to reflect the company's owner, Wachovia Capital Partners, the name WCP Exposition Services only describes part of the value proposition the overall entity delivers and not the digital experiences, event strategy and portfolio planning services provided to corporate event marketers, associations and independent show organizers by Immersa Marketing.

Champion Exposition Services and George Fern Company are industry-leading event services providers. Champion helps show organizers elevate the impact their event has on the community served while easing the planning process for show organizers and exhibitors. George Fern's 100-year heritage delivers event expertise with the personalized touch.

"Throughout the past 16 months we have seen a huge interest from our show organizer customers in experience marketing solutions beyond exposition services," said Robert Priest-Heck, CEO of Wheelhouse Solutions. "Our collective companies provide extended services such as digital experiences, event strategy, attendee marketing, and sponsorship sales services with our Immersa Marketing agency. This broadened suite of services is better reflected in our name."

Using the tagline, Experts in Experience Marketing, Wheelhouse Solutions represents the core competencies the Wheelhouse brand and its companies offer to show organizers and corporate marketers. Wheelhouse stems from meaning, "area of expertise, a particular skill." Wheelhouse Solutions is the only experience marketing company comprised of a full service, standalone, experience marketing agency and decorator service companies. In 2009, Immersa Marketing launched its digital strategy division spearheaded by a 20-year technology veteran.

Wheelhouse Solutions and its companies continue to be owned by Wachovia Capital Partners.

## **About Wheelhouse Solutions**

Wheelhouse Solutions is an experience marketing services company that defines, manages and produces face-to-face and digital experiences that bring companies and associations closer to the markets they serve. Wheelhouse Solutions is the parent organization of Champion Exposition Services, George Fern Company and Immersa Marketing. Collectively, the company is one of the largest event marketing and service providers in North America with locations in over 25 cities and more than 600 expert employees producing over 1500 events annually. More information on Wheelhouse Solutions can be found at <http://www.wheelhousesolutions.com>.

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