

# newsRelease

FOR IMMEDIATE RELEASE

## IACC (International Association of Conference Centers) takes a seat in the Red Chair!

BURLINGTON ON (February 15<sup>th</sup>, 2008)... **Redchair™ Branding**, and Creative Director, Gerry Visca, is pleased to announce that IACC - the International Association of Conference Centers - has chosen Redchair™ Branding as their new Branding Agency.

IACC is looking to redefine their brand and, after a heated competition among several U.S. agencies, decided that Redchair™ of Canada, was the one place they felt most comfortable. As stated by **James M. Mahon, Global Director of Marketing & Public Relations** of IACC, *"What a delight to know that IACC will soon be sitting in a big, comfortable, luxurious Red Chair with a team of creative and dynamic marketing professionals! We are all thrilled to have named Redchair™ Branding as the team that will "inspire and engage IACC as we redefine our branding experience... We are confident that they will get into our collective heads, challenge us a little, and help us move forward to continue to provide exceptional meeting experiences – globally."*

Echoing those sentiments, Redchair™ Creative Director, Gerry Visca declared, *"We were more than pleased to have been chosen, because we feel we are a dynamic force in our industry. When you combine passion with creativity, you can't help but come out on the winning end."* Apparently, IACC agreed with that assessment.

For more than 25 years, the IACC mission continues to focus on providing and promoting market awareness of the value of the conference center concept around the globe. Their mandate is to differentiate purpose-designed meeting spaces and dedicated services and to collect and distribute information on the meetings industry, as well as to facilitate an ongoing exchange of information among members. They feel Redchair™ Branding is the firm that best understands that vision and, subsequently, will be able to reflect it. Said Visca, *"We are proud to have been chosen by IACC. We understand their unique perspective, and how they want the industry to work, so that they can do what it is they do best. What it boils down to is that IACC provides an 'exceptional meeting experience', and we know we can help them get that message out!"* Continued Visca, *"It's all about enhanced communications and, that's what we try to achieve every day."* On that count, IACC and Redchair™ Branding are in complete agreement.

For more information please contact:  
**Gerry Visca**, Partner | Creative Director, Redchair™ Branding at:  
905.528.6032 Ext.211

