

ITA Group Has Acquired Hartmann Studios

MHT PARTNERS - THE PREEMINENT ADVISOR TO INNOVATIVE, NICHE MARKET LEADERS



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MHT Partners is proud to announce that ITA Group, a worldwide leader in corporate engagement solutions, has announced the acquisition of experiential design and production company Hartmann Studios. This acquisition is ITA's second in less than 12 months, and MHT Partners served as exclusive advisor to ITA group on both transactions.

With offices in San Francisco and Atlanta, Hartmann Studios is a full-service experiential design and production studio whose specialty lies in conceiving, creating and executing a vision to transform unique spaces into experiential environments for some of North America's most prominent brands.

The addition of capabilities such as creative content development, turnkey production, stages and sets, audio/visual and lighting will allow ITA Group to bring experiential design and production completely in-house and enhance synergy between strategy and execution. The acquisition was effective as of August 1, 2018.

"ITA Group is thrilled with the strategic acquisition of Hartmann Studios," said Tom Mahoney, ITA Group Chairman and CEO. "As event management continues to rapidly evolve, major clients are demanding a partner who can deliver unique, full-service engagement solutions. Hartmann Studios shares a similar passion around team members, unleashing their talents and expertise to deliver remarkable experiences for clients and event attendees. We believe the combined resources and expertise of both companies will provide the industry with a unique engagement agency. Together, we'll provide clients with better ideas that produce better results. This is our second acquisition with MHT Partners serving as our financial advisor, and we couldn't be more pleased with the team's transaction acumen. They took the time to clearly understand our long-term objectives and have provided trusted guidance throughout both processes."

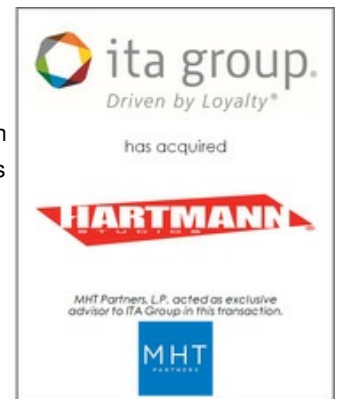
Mike McGill, Co-founder and Managing Director, MHT Partners, states "MHT is very proud of our partnership with the ITA Group team and have thoroughly enjoyed working with them during these past two buying processes. This is a big win for ITA Group's clients and the engagement solutions industry as a whole."


ITA Group, Inc. – along with its subsidiaries Hartmann Studios and market research and strategy leader Chadwick Martin Bailey-and its 750-member team create a one-stop partner experience for end-to-end engagement solutions

featuring data-driven insights, program design, activation, and experiential events. Additional expertise in the areas of motivation and communications support heightened engagement strategy, while visionary event design, branded activations and creative components promote overall event elevation.

About MHT Partners

MHT Partners is a national middle market investment bank focused on representing innovative leaders in growth markets. The team at MHT Partners





assists clients with seller advisory, acquisition advisory, corporate finance and strategic advisory assignments across a range of dynamic and growing industry verticals: business & information services; education; healthcare services and consumer growth. For more information, visit www.mhtpartners.com.

The MHT Partners' team was led by [Mike McGill](#) and [Briton Burge](#).

About ITA Group

ITA Group custom-designs solutions that excite, engage, and delight every organization's most important asset: its people. With operations in every region of the U.S., ITA Group infuses strategies proven to fuel advocacy and drive business results for some of the world's biggest brands. Find out more at itagroup.com.