

UPshow Acquired by Media Platform EverPass

Client News

July 2, 2024

Gunderson Dettmer represented client UPshow, a leading on-premise customer engagement and performance marketing platform, in its acquisition by EverPass Media, a media platform for distribution of premium live sports and entertainment content to commercial businesses.

In connection with the transaction, UPshow's employee experience platform will separate to become its own independent entity known as Shift.

In the [announcement of the transaction](#), UPshow Chief Executive Officer Adam Hirszen said, "We're excited to start this next chapter of growth, now as a part of EverPass. Our ability to provide premium, in-demand content, like NFL Sunday Ticket, coupled with next-generation, live-engagement tools that bring operators a streamlined user experience and the opportunity to engage with clientele is unmatched and creates a must-have product and media platform for businesses. With our shared vision and complementary strengths, we are well-positioned to lead the evolution of on-premise entertainment and marketing."

The Gunderson Dettmer deal team was led by corporate partner Nick Harley and included corporate associates Jenny Whalen-Ball and Sahar Adora, strategic transactions partner Aaron Fiske and associates Melissa Brekke, Alexa Haertel, Maddy Kerr Hyde, Yue Yang and Will Bassett, tax partner Jace Clegg and associate Morgan Otway, M&A associate Matt Martinez, executive compensation associate Erik Ward and data privacy associate Cecilia Jeong.

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