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QuickMobile and Catersource Launch Mobile App for 2015 Catersource and Event Solution's Premier Event

Mobile enables organizers to achieve key goals, including sustainability and measuring ROI

VANCOUVER, B.C. – February 11, 2015 – [QuickMobile](#), the global leader [in mobile enterprise meeting and event apps](#), and Catersource announce the availability of the mobile event app for the 2015 Catersource and Event Solutions Conference and Tradeshow in Las Vegas March 8-11, 2015. The event is the world's premier conference and tradeshow for catering and events professionals, attracting thousands of industry professionals from around the world. The QuickMobile app helps Catersource increase sustainability; improve engagement with gamification and personalized schedules; and measure success with integrated analytics. The app is now available to download from the [iTunes and Google Play!](#) stores.

As a result of the app, Catersource will print 8,000 fewer copies of its 100-page printed event guide, saving an estimated 95 trees. A single tree can remove about one metric ton of CO2 from the air every year.¹ The mobile app includes a variety of productivity tools, networking features and social elements such as in-app sharing across Facebook and Twitter. The Personal Schedule allows attendees to plan their entire event within the app, and the gamification feature awards users points when they participate in sponsored events and complete in-app activities such as sending tweets, messaging attendees, uploading photos and completing surveys. An in-app leaderboard keeps track of participants' points, and Catersource has a number of prizes planned for the winners. Catersource will manage all aspects of the app, including updating schedules, pushing notifications, and sharing education session materials through QuickMobile's enterprise-grade content management system.

"At Catersource, we understand the value of mobile for our events and attendees, and leveraging its capabilities beyond simple logistics and conference details," said Alyssa Brooks, Marketing Manager with Catersource. "For us, the app is an important element of our strategic planning and, thanks to QuickMobile's analytics platform, will also provide us the data we need to truly understand what worked and what didn't during and after the event so we can constantly improve. QuickMobile has an excellent reputation for delivering high-quality, innovative mobile apps, and we are confident our 2015 app will have a significant impact on the success of our conference and tradeshow."

"The Catersource app not only helps organizers with event operations, it demonstrates to caterers and event planners how mobile can enhance the overall event experience," said Robin Jones, CMO of QuickMobile. "Traditionally, special events have not been early adopters of technology, and their short

time frames seemed like natural barriers for deploying mobile solutions. However, there is a growing trend in this space towards better cohesion between the physical and digital worlds, and mobile apps are becoming more important to the event experience, regardless of whether its thousands of people attending Catersource or hundreds attending a fundraiser.”

About QuickMobile

QuickMobile is deepening the value of meetings and events with mobile apps that engage and delight audiences. QuickMobile's enterprise [mobile app and analytics platform](#) creates an always-on communication channel that allows event owners to increase attendee participation, build loyalty and generate revenue through richer experiences. By fully leveraging the capabilities of QuickMobile's mobile and social solutions, customers can extend events into year-long conversations and build lasting relationships with their audiences. QuickMobile's head office is located in Vancouver, Canada. For more information, visit www.quickmobile.com. Follow QuickMobile on Twitter [@quickmobile](#).

About Catersource and Event Solutions

Catersource Magazine, Conference and Tradeshow are the world's premier resources dedicated to the education and growth of catering and events professionals. Through in-depth educational offerings and the largest catering and events conference globally, Catersource provides the most expansive network relevant to the catering and events business. Catersource Magazine, an award-winning B2B resource for foodservice professionals who are passionate about their business is published seven times a year and provides rich editorial content online. Catersource is produced by UBM plc (UBM.L), a global provider of media and information services. For more information, visit www.catersource.com.
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ⁱ <http://www.eink.com/green.html>