



QuickMobile Inc.
Suite 2600, 1177 West Hastings Street
Vancouver, BC V6E 2K3 CANADA
+1 604 875 0403

QuickMobile and GMIC Use Mobile Event Apps to Help Promote Sustainable Meetings and Member Communications

QuickMobile to develop GMIC membership app in two stages; first stage is mobile meeting app for annual GMIC Sustainable Meetings Conference

VANCOUVER, B.C. – June 15, 2015 – [QuickMobile](#), the global leader in [mobile enterprise meeting and event apps](#), today announced that it has secured a three-year contract to provide the mobile event app for the Green Meeting Industry Council's (GMIC) annual Sustainable Meetings Conference (SMC). This event brings together hospitality professionals and meetings planners, suppliers and service providers from around the globe to discuss and create best practices in sustainability in the meetings and events industry. The SMC has been a paperless event since 2011 when GMIC launched its first QuickMobile meeting app. This year's app also utilizes QuickMobile's recent partnership and integration with YourMembership.com. The 2015 app is available for download from the [iTunes and Google Play stores](#).

The event app connects to GMIC's YourMembership.com Membership Services platform for seamless data exchange allowing members to log into the app. QuickMobile and YourMembership.com [announced their strategic partnership](#) in April 2015. From the app, members have access to the conference program, agenda, a gamification component, live Q&A, education materials, and attendee list, among other features. The 2015 conference app is also the first stage of a new GMIC membership app that the association will launch later this year to facilitate member education, communications and engagement beyond the annual gathering.

"For the past five conferences, we have seen the benefits of a mobile event app, and our members have fully embraced the technology," said Connie Bergeron, CMP, 2014-2015 President for Green Meeting Industry Council. "We are now ready to take mobile a step further with a 'sticky' app that stays on devices long after the conference is over. We are working with QuickMobile to create an app that carries the conference message and discussions beyond the three-day event, allowing us to promote future educational opportunities, webinars, chapter programs, affiliate events, as well as share news, education briefs and other materials and activities that will help to engage and strengthen our membership base throughout the year. QuickMobile is a great partner that understands what it takes to make mobile an integral and successful part of our event and membership strategies."

Some features of the 2015 SMC Event App include:

- In-app Game: allows users to earn points for a variety of in-app activities, including sharing information via integrated social media channels, visiting exhibits and sponsors, and answering trivia questions. The winner will receive free conference registration for 2016.
- Complete program outline and sessions featuring three education tracks: attendees can build their own agendas, as well as use surveys and polling to provide real-time feedback about the presenter and sessions.
- Session Q&A: Attendees can ask questions to speakers, presenters and conference organizers through the app.

“We truly value our partnership with GMIC and the opportunity to support its mission of transforming the meetings industry through more sustainable business practices,” said Craig Brennan, CEO of QuickMobile. “Our mobile event apps have helped drive sustainability around the world by dramatically reducing the investment in paper, binders and printing for thousands of events. Our mobile event apps continue to evolve, providing world-class analytics, engaging social elements, and tighter integration with enterprise systems that facilitate everything from event registration to CRM. All of this to make the event experience better for everyone involved.”

About QuickMobile

QuickMobile deepens 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 yearlong 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](#).

###

Media Contacts:

Kevin Wilson, 513-898-1008, kevin@crossborderpr.com
Susie Reeves, 650-520-1005, susie@crossborderpr.com