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QuickMobile Helping MPI Enhance Mobile Strategy

Company renews long-standing partnership with MPI to provide global event app and help drive better meeting experiences

VANCOUVER, B.C. and Las Vegas (IMEX America) – October 15, 2014 – QuickMobile today announced that Meetings Professionals International (MPI) has once again selected the company as its official mobile technology partner for 2015. For the sixth consecutive year, QuickMobile will support MPI with mobile solutions, including an event app for the organization's two signature events, the World Education Congress (WEC) 2015 in San Francisco and the European Meetings and Events Conference (EMEC) 2015 in Krakow, Poland. Since 2010, QuickMobile has built 10 event apps for MPI, as well as an iPad magazine and an association membership app.

"Throughout the coming year, we will be helping MPI expand its mobile strategy," said Patrick Payne, CEO of QuickMobile. "Meeting professionals' habits are changing, and they are expecting richer interactions through mobile. Our goal is help MPI capitalize on these mobile moments and provide greater value to its global community."

QuickMobile produced MPI's first-ever [event app](#) for the MeetDifferent event in February 2010. Since then, QuickMobile has produced the mobile app for every WEC and EMEC event. In 2014, MPI partnered with QuickMobile to develop the MPI multi-event platform, featuring apps for EMEC in Istanbul, Turkey, and WEC in Minneapolis. The MPI Global Event App helped MPI achieve several of its event goals, including replacing the printed conference guide, increasing social sharing and providing more value to app sponsors. Specifically for [WEC 2014](#), the app had a 122 percent activation rate (accounting for multiple devices owned by the same user), and attendees opened the app approximately 57,000 times, completing 2,663 surveys and having over 500,000 interactions within the app. Collectively, attendees spent a total of 1,078 hours or 35 minutes each using the app.

"QuickMobile has been instrumental in helping us integrate and leverage mobile technology throughout our events over the past five years," said Cindy D'Aoust, COO of MPI. "Our attendees have made it clear that mobile is critical to the overall event experience, so it's important that we partner with an organization that will help us evolve and deliver mobile solutions that will engage our audiences."

Payne added, "Having MPI as a partner helps to ensure that QuickMobile keeps its finger on the pulse of the market. Not only do we get exposure to the association's members and many of the industry's thought leaders, we also have the opportunity to collaborate with the organization to push the envelope on what mobile technology can do to enhance the meeting experience. We've developed a tremendous relationship with MPI the past five years, and we appreciate the opportunity to support the organization and its members in 2015."

About QuickMobile

QuickMobile is transforming meetings and events with mobile apps that engage and delight audiences. QuickMobile's [mobile engagement 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](#).

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