

IMEX in Frankfurt debuts first ever mobile apps

Exclusive strategic partnership with MPI delivers exceptional attendee value

17 May, 2011 – Luxembourg and Frankfurt – Building upon its role as strategic partner and premier education provider for IMEX America, today Meeting Professionals International ([MPI](#)) announced that the mobile applications and mobile website developed for [IMEX in Frankfurt](#) opening 24 May are available for download and that the development for IMEX America's app has begun.

IMEX Group Chairman, Ray Bloom, says: "Although this idea has been on the table for some while, this year was exactly the right time to launch our app. We had the right partners in place in the shape of our IMEX America Strategic Partner, MPI, and their technology provider, QuickMobile. This is just one of a number of new technology developments we've put in place for IMEX in Frankfurt and, what makes it all the more exciting, is that they also combine to deliver an increased level of important information and business benefit for all attendees of IMEX America when that opens."

With a proven record of delivering quality event applications and mobile web sites for their European and North American conferences, MPI worked closely for a year with IMEX organisers to ensure that the 14,000 meeting and event professionals attending IMEX in Frankfurt will have a quality resource that delivers access to vital information on demand. The app is being sponsored by the Switzerland Convention & Incentive Bureau.

MPI President and CEO, Bruce MacMillan said: "Meeting professionals are increasingly relying on their mobile devices to connect, do business and access information vital to their jobs. Our strategic partnership is about making sure all attendees get the most value out of their experience and they've told us that mobile tools are essential for success. The mobile apps being debuted at IMEX in Frankfurt have been specifically designed for IMEX attendees and will continue to evolve according to user-needs right up to IMEX America in Las Vegas."

The IMEX apps for iPhone and *BlackBerry* are available at their respective app stores and through the [IMEX in Frankfurt website](#). The apps feature a comprehensive calendar of all events, access to a floor plan, a quick link to what's happening immediately as well as a list of exhibitors, and ways to connect to social media channels. Attendees using Android smartphones can access the [IMEX in Frankfurt Mobile Site](#) (imex.quickmobile.mobi) which provides access to the same easy to use features, including the ability to adjust the users' settings.

The new IMEX app also features several additional enhancements for hosted buyers only, including access to their personalised diaries. Together with the launch of free Wi-Fi for hosted buyers throughout the hall this year (sponsored by Destination Frankfurt Rhein-Main) this means all 3800-plus buyers will have instant access to and control of their appointments at all times.

As Online Services Director, Christopher Perrins, explains: "It's all too tempting when developing an app to get carried away with building-in features that have no discernible benefit for the end user - even though they may look good. As a team we've worked hard to ensure that we've only included features that will really help exhibitors, buyers and other visitors to achieve more from the show, whether it's more efficient use of their time to balance business with education and networking; keeping on top of show news and messages; making sure they don't miss the most relevant seminars or, fundamentally, to schedule and keep track of more business appointments."

MPI is currently developing the IMEX America app which will include even more features in order to connect attendees to the world-class education planned for *Smart Monday*, 10 October in Las Vegas and a robust calendar of activities. The IMEX America app will also incorporate the most successful features from the Frankfurt experience based on user feedback and utilization.

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About MPI: Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 24,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit mpiweb.org.

About IMEX in Frankfurt

The award winning exhibition has unleashed the energy of the global meetings market with new ideas, new vision and a passion for business amongst record numbers of exhibitors and buyers each year. Now in its 9th year, IMEX in Frankfurt is the largest exhibition in the world for the meetings industry with over 3,500 exhibitors representing 150 countries, almost 4,000 hosted buyers from 60 markets and 5,000 trade visitors.
www.imex-frankfurt.com

About IMEX America

The new trade show for the worldwide meetings, events and incentive travel industry; the inaugural IMEX America will take place October 11-13, 2011 at the Sands Expo which is connected to show's Headquarters Hotel, the Venetian/Palazzo. The show's strategic partner and premier educational provider is MPI. It also has an exclusive partnership with the US Travel Association, is endorsed by DMAI and Site and has an Industry Partnership with PCMA. Other supporting partners include: ACTE Global, ADME, AIPC, ASAE: The Center for Association Leadership, CIC, ECM, IAEE, JMIC, ICCA, The Venetian and The Palazzo Resorts and the Las Vegas Convention and Visitors Authority.
www.imexamerica.com

Editors' notes:

- To register for IMEX in Frankfurt go to <http://www.imex-frankfurt.com/register.php>
- The next IMEX in Frankfurt takes place 24th – 26th May 2011 at Messe Frankfurt.
- All IMEX press releases can be downloaded from <http://www.imex-frankfurt.com/press.php>
- High-resolution photos are available at <http://www.imex-frankfurt.com/imexphotos.html>
- Visitor and buyer statistics can be viewed at <http://www.imex-frankfurt.com/stats.html>
- IMEX, and its Chairman Ray Bloom, were awarded the Corporate Order of Skal Merit 2010.
- In 2009 IMEX was shortlisted for the AEO Sustainable Initiative of the Year Award and the UFI (the Global Association of the Exhibition Industry) Best Innovative Web-based Application for Exhibitors Award. IMEX is a previous winner of the AEO Trade Show of the Year Award and AEO Best Visitor Experience – Trade Show Award.