



MEETING PROFESSIONALS INTERNATIONAL

Media Contact:
Theresa R. Davis
tdavis@mpiweb.org
+1.972.702.3044

FOR IMMEDIATE RELEASE

MPI expands mobile content connections

iPhone app released for members, mobile platform added to IMEX Group strategic partnership

Jan. 31, 2011 – Dallas, TX – With the recent release of its mobile app for the iPhone, Meeting Professionals International ([MPI](#)) affirmed its commitment to expanding ways meeting and event professionals can access the career enhancing content being developed by the association. Now, through its strategic partnership role with [IMEX America](#) as premier educational provider, today MPI and the IMEX Group announced that MPI will lead the development of mobile apps for IMEX America and Frankfurt. The apps will expand content and marketplace access for attendees before, during and after the events.

After successful development and launch of apps for its events in 2010, MPI saw increased demand for mobile solutions for business professionals on the go. Additionally, results in *FutureWatch 2011* provided validation of the expanding trend and expected growth in demand from attendees and event professionals:

“...there is wide agreement that a tightly integrated application or a highly advanced multi-purpose mobile app will become a part of all large meetings and events in the near future...”

Now, building on the successful development and launch of the MPI multi-purpose [iPhone app](#) which enhances member access to directories and content, MPI is developing apps for both the *BlackBerry (beta)* and Android platforms.

In addition to planning bold, innovative speakers and programming at IMEX America, MPI will combine its expertise and that of development partner QuickMobile in the design of a mobile app for IMEX in Frankfurt May 24-26 and IMEX America in Las Vegas, Oct. 10-13.

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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 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit [mpiweb.org](#).

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 are: ACTE Global, ADME, AIPC, ASAE: The Center for Association Leadership, CIC, ECM, IAEE, JMJC, ICCA, The Venetian and The Palazzo Resorts and the Las Vegas Convention and Visitors Authority. [www.imexamerica.com](#)

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](#)

Editors’ notes:

- IMEX America is America’s worldwide exhibition for incentive travel, meetings and events and takes place at the Sands Expo, Las Vegas, USA
- IMEX in Frankfurt is the essential worldwide exhibition for incentive travel, meetings and events and takes place at Messe Frankfurt, Germany
- All IMEX America press releases can be downloaded from <http://www.imexamerica.com/press.php>
- All IMEX in Frankfurt press releases can be downloaded from <http://www.imex-frankfurt.com/press.php>
- High-resolution photos are available at <http://www.imex-frankfurt.com/picturelibrary.html> and <http://www.imex-frankfurt.com/imexphotos.html>
- IMEX America’s strategic partner, Meeting Professionals International, will deliver a unique line up of speakers and education for attendees beginning 10 October through the MPI Day of Education and Innovation.