

FOR IMMEDIATE RELEASE

Mobile Event App Developer QuickMobile Recognized by MPI for its Impact on Meetings Industry

VANCOUVER – April 19, 2012 – Meeting Professionals International BC Chapter today recognized QuickMobile for its positive impact on the meetings and conventions industry. During the chapter's National Meetings Industry Day (NMID) at the Vancouver Convention Centre, QuickMobile, the world's leading developer of mobile apps, received the *NMID Influence Award*, which recognizes people or organizations that have supported the development of meetings and conventions or the development of policy and programs impacting the industry. Each chapter within MPI's 71 chapters and clubs worldwide recognizes one person or organization that has made a significant difference to the meeting's industry.

In 2011, QuickMobile delivered more than 300 mobile event apps to customers around the world. As a pioneer of mobile meeting applications, QuickMobile was the first company to develop an application for the iPhone and the iPad; the first to deploy an app for all five major mobile platforms for a single event; and the first to deploy a mobile meeting app with game-style incentives. For a sample of QuickMobile's customers, visit <http://www.quickmobile.com/showcase>.

"We are thrilled to be able to present Quick Mobile with this year's Award," said Melissa Moskal, MPI BC Chapter President. "The company's commitment to enhancing the event experience through mobile solutions epitomizes the kind of innovation required for the continued advancement of the meetings industry."

"MPI and its members are among our biggest advocates, and have truly embraced the benefits of mobile technology for improving attendee engagement and the overall event experience," said Patrick Payne, CEO of QuickMobile. "The NMID Influence Award is a compliment to our team of professionals who work tirelessly to ensure every mobile event application meets customer expectations. We certainly appreciate the recognition for our

contributions to improving events, and look forward to working with MPI to further advance the local and international meetings industry.”

The goal of MPI’s NMID is to elevate and build the meeting professionals community by leveraging important issues and to raise awareness of the power of meetings in evolving and shaping that community economically, environmentally, socially and intellectually. Members from the Canadian Chapters of MPI celebrate with a variety of educational and networking activities focusing on the significance of the Canadian meetings industry and the value of meetings to the broader business community.

About QuickMobile

QuickMobile works with meeting owners and organizers to develop fully branded mobile meeting apps that serve as catalysts for yearlong conversations with constituents. QuickMobile Mobile Event 2.0 solutions create always-on communications channels that allow event owners to extend their brand and interaction with customers, partners, shareholders and employees beyond the days and locations of an event. By fully leveraging the capabilities of mobile technology, QuickMobile helps customers increase meeting engagement, extend strategic planning, improve branding, and drive sales and marketing while making communications more effective and sustainable. QuickMobile has offices in Vancouver, Ottawa and Singapore. You can download a free whitepaper from QuickMobile detailing the changing world of [mobile event apps](#), or for more information, visit www.quickmobile.com. Follow QuickMobile on Twitter [@quickmobile](#).

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.

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