



QuickMobile Inc.  
#400, 1008 Homer Street  
Vancouver, BC V6B 2X1 CANADA  
+1 604 875 0403

## QuickMobile, CBI and MeetingsNet Launch Pharma Forum 2015 App

*CBI and MeetingsNet move to QuickMobile's multi-event app platform  
to strengthen mobile technology strategy for all events*

**VANCOUVER, B.C. – March 12, 2015** – [QuickMobile](#), the global leader in mobile enterprise meeting and event apps, today announced that it has been selected as the official app provider for [Pharma Forum 2015](#), the pharmaceutical industry's leading meeting management event. This marks the third consecutive year that QuickMobile has powered the Pharma Forum event app. CBI, a UBM Advanstar Company, and MeetingsNet organize the annual Pharma Forum, and for the first time, the event will use [QuickMobile's multi-event app and analytics platform](#) to facilitate and manage its mobile app strategy. Prior to this, Pharma Forum used a single event app each year. The platform allows event organizers to create and deploy branded mobile apps for as many events, meetings and conferences as they need. All the individual event apps are hosted in a master app created by QuickMobile.

Pharma Forum 2015, in National Harbor, Md. on March 22-25, 2015, will attract more than 650 meeting planners and professionals from the life sciences industry. CBI and MeetingsNet partnered with QuickMobile for the past three years to develop a mobile event app that makes it easier to connect buyers and sellers. The app facilitates relevant connections on-site so attendees can maximize the return on their time at the event. App features include live social media integration; an in-app game that gives users points and rewards them when they perform activities such as sharing content, participating in sessions and checking-in at exhibitor booths; and integration with AttendeeHub, a one-on-one meeting scheduling system. The Pharma Forum 2015 app is available for download from the [iTunes and Google Play stores](#).

“We worked with QuickMobile on customized, individual event apps for the previous two Pharma Forum events, and with their track record, it was a logical choice to continue using their technology in 2015,” said Logan Fleck, Marketing Team Leader for CBI. “We have learned a lot while working with QuickMobile, and with our maturing mobile event strategy, we are turning to QuickMobile's platform to help expand the use of mobile technology across our other events throughout the year. Ultimately, we want our mobile apps to complement and enhance what happens face-to-face among our attendees, and with built-in scheduling, networking and gamification, QuickMobile's technology has added significant value to our meetings.”

QuickMobile CEO Craig Brennan added, “CBI has been a long-standing and valued customer, and for

the past several years, we have had the great opportunity to help them advance their mobile strategy. The past two years they tested the waters with mobile, and have experienced first-hand how it can effectively connect vendors with buyers and help deliver on the event goals and promises. With our multi-event app and analytics platform, CBI is now prepared to expand the value of mobile across its other properties. We appreciate the confidence CBI, MeetingsNet and Pharma Forum have in our team and technology.”

### **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](http://www.quickmobile.com). Follow QuickMobile on Twitter [@quickmobile](#).

### **About CBI**

CBI, an Advanstar company, is the life sciences industry leader in providing thought leadership, actionable data, benchmarking, case studies and regulatory information through a dynamic conference platform that facilitates innovation, collaboration and elevation across the pharmaceutical, biotechnology, medical device and healthcare industries. CBI's proprietary and intensive market research and product feasibility testing methodology has helped CBI deliver timely and first to market content driven conferences. These include annual flag ship events such as PCC (Pharmaceutical Compliance Congress), PAP (Patient Assistance and Access Programs), Pharma Accounting and Reporting Congress, Pharma Forum and Medicaid and Government Pricing Congress.

Benefiting over 5,000 executives annually, CBI conferences provide the market with leading edge, actionable information on the most compelling industry mega and micro trends through exclusive thought leadership presentations from our esteemed speaking faculty and government officials. CBI conferences also serve to connect executives and decision makers with technology, regulatory and consulting solutions from Fortune 500 companies and the most cutting edge solution providers.

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### **Media Contacts:**

Kevin Wilson, 513-898-1008, [kevin@crossborderpr.com](mailto:kevin@crossborderpr.com)

Susie Reeves, 650-520-1005, [Susie@crossborderpr.com](mailto:Susie@crossborderpr.com)