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QuickMobile and YourMembership.com Partner to Serve Global Associations Market

YourMembership.com to market and sell QuickMobile's Enterprise Mobile App and Analytics Platform to associations, non-profits, chambers and member-based organizations

VANCOUVER, B.C. and ST. PETERSBURG, Fla. – April 14, 2015 – [QuickMobile](#), the global leader in [mobile enterprise meeting and event apps](#), has formed a strategic partnership with [YourMembership.com](#). YourMembership.com, which works with more than 4,300 clients (supporting 20 million members) worldwide, will market and sell Mobile Event applications to associations, non-profits and other member-based organizations, leveraging QuickMobile's enterprise-grade, mobile app and analytics platform. YourMembership's Membership Services platform has been tightly integrated with QuickMobile's new 2.0 platform, allowing YourMembership.com clients to take advantage of a fully integrated registration and mobile event app solution, as well as all the other association services that YourMembership offers.

"After a thorough review of the leading mobile event app providers, QuickMobile made our strategic partnership an easy decision," said JP Guilbault, CEO of YourMembership. "QuickMobile has a tremendous reputation, unrivaled technology and vision that is aligned with ours. Events are a significant driver of revenue for member-based organizations and by offering QuickMobile's technology integrated with our member engagement platform, our customers will be able to conduct their events much more efficiently, provide significant value to their members through an enhanced mobile experience, and utilize their data to drive deeper, more meaningful interactions with their membership."

"With more than 90,000 associations in North America, no one company can serve the entire market alone, which is why it is important that we find the right partners with the capabilities, experience and customer base to help us continue as the leading provider of mobile event apps in this space," said Craig Brennan, CEO, QuickMobile. "YourMembership.com is a huge player in the association market and an important partner that allows us to continue to provide associations with the best mobile event apps while we focus our direct efforts on enterprise clients. We're very excited about this new technology partnership and what it brings to membership-based organizations."

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. Follow QuickMobile on Twitter [@quickmobile](#).

About YourMembership.com Inc.

Established in 1998, YourMembership.com helps associations, organizations, publishers and other companies around the world provide more value to their users, drive non-dues revenue through innovative career centers and buyers guides, increase their relevance through innovative engagement tools, and enhance overall operational efficiencies. YourMembership.com's SaaS-model membership management solution provides associations with the tools they need to effectively brand their organizations, engage their customer bases, and streamline their administrative processes. As the globe's largest provider of membership management and association management software, YourMembership.com now provides comprehensive membership solutions to over 4,300 customers in 32 countries. For more information visit www.YourMembership.com.

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