



Press Release

For immediate release

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meetsmart mobile and Alliance Exposition Services Partner to Provide Turnkey Mobile Show Guide for Conventions

Annapolis, MD [June 30, 2011]... **meetsmart** and Alliance Exposition Services are excited to announce the first-ever industry partnership for an end-to-end, turnkey mobile show guide. Beginning July 1, 2011, Alliance will provide the **meetsmart mobile** show guide as a complimentary value-added service for meeting, tradeshow, or convention customers.

Alliance Exposition Services is the only general service contractor promoting and selling sponsorships for customers. The addition of **meetsmart mobile** rounds out Alliance's already comprehensive list of services that includes General Service Contracting, Exhibit Services, and Event Services.

"It's such a natural partnership," said Alliance President Mark Yuska. "We know meeting planners are busy, and we're saving them time plus creating revenue. What could be better than that?" **meetsmart mobile** offers dozens of revenue-generating opportunities for our customers and excellent ROI for exhibitors and sponsors. We're in touch with exhibitors already, so it's a logical step to help them add exposure that enhances their show experience."

"This partnership is a win-win-win arrangement for clients, exhibitors, and sponsors," said **meetsmart** Chief Technology Evangelist Janeé Pelletier. "With this partnership, two industry experts have joined forces to provide clients with an end-to-end solution. Alliance does the up-front sponsorship sales, so clients don't have to lift a finger. They make money *plus* get an amazing mobile show guide designed by meeting planners."

Customers can purchase **meetsmart mobile** app sponsorships, logos, listing upgrades, ads and alerts directly through the Alliance Online platform. Alliance Online also allows exhibitors to book hotel and travel accommodations, register for the meeting, and submit show directory listings.

meetsmart mobile will be available to Alliance customers at no additional charge, as part of the Alliance service package.

ABOUT ALLIANCE

Alliance Exposition Services is a full service nationwide tradeshow contractor which caters to the small and medium sized tradeshows and conventions. Alliance exhibits a customer-centric approach focused on providing the highest level of service to any size event while offering innovative and cost effective products and services to exhibitors. Alliance is the “New Alternative” in General Contracting Services. For more information, visit www.alliance-exposition.com.

ABOUT MEETSMART

meetsmart mobile is an innovative cross-platform conference navigation and information app – designed by meeting planners – for all smart phones and other mobile devices. **meetsmart mobile**, a Conference & Logistics Consultants product, combines revenue creation opportunities with real-time attendee access to information and a flexible suite of tools for meeting organizers. For more information, visit www.meetsmartmobile.com.

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