



Press Release

For immediate release

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meetsmart mobile and JOT™ Event~Connect Announce an Innovative Partnership for MPISCC Educational Conference & MarketPlace

Long Beach, CA [March 17, 2011]... **meetsmart** and JOT Event~Connect, are pleased to announce an exclusive partnership for the Meeting Professionals International Southern California Chapter (MPISCC) 30th Annual Educational Conference & MarketPlace.

The JOT/ **meetsmart** collaboration provides seamless access to MPISCC's agenda, personalized scheduling, social media integration, person-to-person social networking, an appointment manager, and the online exhibitor marketplace, all easily available via attendees' mobile phones. JOT Event~Connect and **meetsmart** will unveil their joint venture at today's MPISCC meeting in Long Beach, California.

"MPISCC is the perfect opportunity to showcase the complementary nature of **meetsmart mobile** and JOT Event~Connect," said Paul Henning, Chief Catalyst Officer for **meetsmart**. "Our meeting planner-designed conference navigation platform provides quick and stylish access to all your conference information on attendees' mobile phones. JOT's sophisticated appointment manager and social networking features are a logical synergy. The JOT/ **meetsmart mobile** integration extends the capabilities of both products and provide exciting new possibilities."

“We are extremely excited to team up with a such a valuable tool as **meetsmart** to offer our clients the most current innovation in our specialties, which results in increased productivity, not only for the meeting organizer, but for each participant, as well ” said Darrell Basham, President for Online-Reg.com, responsible for the development of JOT Event~Connect.

Developers from both firms have been working together for several months to integrate the systems for the MPISCC event. Following the MPISCC meeting, the integrated capabilities will be available to **meetsmart mobile** and JOT clients beginning in April 2011.

More than 700 meeting professionals are expected to attend the MPISCC Conference, which emphasizes a theme of *Vuja De: Fresh Thinking. Untapped Opportunities*. MPISCC is a chapter of the global Meeting Professionals International organization, one of several educational associations geared towards meeting planners and industry partners.

JOT™ Event~Connect is an affordable conference and trade show social networking tool from which participants can search for and connect with others with like interests or other importance, participate in event forums, browse trade show exhibitors, products and services, request and/or accept appointments, and download brochures, in addition to other useful features. For more information, visit <http://www.JotEventConnect.com>.

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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