



Press Release

For immediate release

Contact: Janeé Pelletier, Vice President
Conference & Logistics, Inc.
410.571.0590 or pelletier@gomeeting.com

C&LC Announces **meetsmart mobile** Conference Navigation Application Company President Featured in Live Webcast

Annapolis, MD [December 8, 2010]... At today's IAEE Expo! Expo! show, Conference & Logistics Consultants, Inc. (C&LC) announces the development of **meetsmart mobile**, a cross-platform conference navigation and information app for all smart phones and other mobile devices.

meetsmart mobile combines real-time attendee access to information with a flexible suite of tools for meeting organizers. "As meeting planners ourselves, we have an insider's perspective on what conference technology must deliver," said C&LC Vice President Janeé Pelletier. "We wanted to be able to provide our clients with a mobile app that was affordable, easy to use, and a good source of revenue for their organization. The few existing products don't have the usability features or the complete perspective that meeting planners and attendees deserve."

As part of the IAEE show, C&LC President Paul Henning will be featured in a live webcast titled "Engaging Attendee Technology with Mobile Apps" at 1:00 PM EST today. The webcast is part of PSAV's Innovation Conversations series, and will be streamed live from booth 129 on the IAEE Expo! Expo! show floor in New Orleans, Louisiana. Henning will be discussing ROI of mobile meeting apps.

In addition to conference management, C&LC is known for its proprietary meeting management software, which has been used to manage the logistical details of over 2,000 client meetings. Said Henning, "Over a period of ten years, we bought a wide range of software products designed for the meetings industry and threw them in the trash. Once I realized that there was no commercial product available to meet the exacting needs of our company, we decided to design our own." The firm has received industry kudos for its precise data management and unmatched flexibility.

In addition to the live webcast, the C&LC team will be demonstrating **meetsmart mobile** at IAEE's Expo! Expo! in New Orleans. Demos will take place in C&LC booth #1141 on December 8-9, 2010. **meetsmart mobile** will also be demonstrated at C&LC Booth #207 at ASAE's Technology Show in Washington, DC, December, 14-15, 2010.

For more information, visit www.gomeeting.com/meetsmart.php. **meetsmart mobile** will be available for purchase in early 2011.

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Conference & Logistics Consultants (C&LC) is a full-service meeting management and consulting firm with more than 23 years of experience serving association and corporate clients throughout North America & Europe. The Washington Business Journal has recognized C&LC as one of the top planning firms in the DC area for the last 13 years. For more information go to www.gomeeting.com.