



October 2015

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ITN and InGo Partner to Bring Advocate Marketing to the World's Largest Events

InGo and ITN International team up to bring even more value to some of the biggest events in the world

ARLINGTON, VA/LONDON, UK - (Date) InGo, the socially smart Advocate Marketing platform growing events all over the world, announced today it has signed an agreement making ITN International an official distribution partner. ITN International is the world leader in mobile NFC, BLE and cloud-based event solutions and serves corporate event producers, marketing agencies, trade show managers and exhibitors on six continents.

This partnership means that InGo will be an integration option for the world's biggest events, increasing the relevance of the attendees and of the leads exhibitors capture, making these events even more valuable.

"We are so pleased to be partnering with such an [innovative company](#)," says Ivan Lazarev, President and CEO of ITN International. "This product will give our clients a competitive edge by transforming their social media marketing into a measurable avenue for attendee qualification and acquisition."

"Attendees at every show are natural advocates," says Michael Barnett, CEO of InGo. "These massive shows present an opportunity for tens of thousands of advocates. We can't wait to see the InGo effect take these shows viral."

About ITN International - ITN International, the world leader in mobile NFC, BLE and cloud-based event solutions, serves corporate event producers, marketing agencies, trade show managers and exhibitors on six continents. The clients we serve, not unlike ourselves, are pacesetters within their industries.



They include leaders like CEDIA, CTIA, EMC, GSMA, George P. Johnson, HIMSS, HP, Jack Morton Worldwide, IBC, CES, Microsoft and United Business Media.

About InGo – InGo is a social media Advocate Marketing company that grows events by empowering organizers and attendees. With offices in the US, UK and Italy and partners on six continents, InGo serves the largest event companies in the world such as Reed Exhibitions, Emerald Expositions, Messe Frankfurt, Fiera Milano and UBM. InGo provides event marketing solutions for varied industries such as tech, fashion, construction, media, film and more across the globe. It has been in business since 2013 and has served over 200 events in the U.S., Europe, Canada, Mexico, Australia, Columbia, Nigeria, Turkey, Japan, China and Russia. Discover how InGo can grow your event at <http://regdemo.ingo.me>.

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