

# NEWS

For immediate release

Contact: Bob James  
(202) 641-5131  
[bjames@itn-international.com](mailto:bjames@itn-international.com)

## New Partnership Produces Win for Mobile Asia Expo

*ITN International and Info Salons Group partner to provide organizer of mainland China event with registration, access control and lead retrieval*

BETHESDA, MARYLAND, July 20, 2012—London-based GSMA, organizer of Mobile Asia Expo (June 20-22 in Shanghai), welcomed more than 15,500 visitors to its first large event in mainland China thanks in part to a new partnership between Bethesda, Maryland-based ITN International and Sydney-based Info Salons Group.

ITN International provided GSMA the technology needed to support advance registration, onsite check-in, onsite registration, event access control and lead retrieval.

Info Salons Group provided the essential in-county services required, including translation services, call center services, China RMB credit card and invoice processing, fapiao receipt management, logistics, and onsite staffing.

Mobile Asia Expo, held at the Shanghai New International Expo Centre, featured more than 200 exhibitors, a two-day C-level conference, and—another first for GSMA—a public (“prosumer”) day.

The heads of the two companies envision future partnership opportunities, as a result of their success supporting Mobile Asia Expo.

“The teaming of our two firms for Mobile Asia Expo could well be a model effort,” says Jo-Anne Kelleway, CEO, Info Salons Group. “The synergies we achieved were obvious to GSMA and, I hope, to their attendees and exhibitors as well.”

“We enjoyed an ideal partner in working with Info Salons and are eager to begin our next joint project,” says Ivan Lazarev, President & CEO, ITN International.

### **About ITN International**

Headquartered in Bethesda, Maryland, ITN International is an event analytics company serving producers and exhibitors on six continents. With operations in China, France, the UK and the US, ITN International supports large exhibitions, conferences and corporate events by providing registration, touch marketing and lead retrieval solutions based on near field communication (NFC), the mobile technology driving tomorrow’s “cashless” society. More information is available at [www.itn-international.com](http://www.itn-international.com).

### **About Info Salons Group**

Sydney-based Info Salons Group is the leading provider of technology solutions for exhibitions and events throughout Australia, Asia and the Middle East. With offices in Sydney, Beijing, Shanghai, Hong Kong, China, London and Dubai, Info Salons Group offers organizers, exhibitors and marketing firms a wealth of online and mobile solutions, including registration software, event portals, visitor database applications, B2B matchmaking software, mobile apps, and exhibitor lead retrieval and tracking. More information is available at [www.infosalongroup.com](http://www.infosalongroup.com).