NEWS

For immediate release

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ITN Taps InGo to Drive Growth of Super Mobility Week

ITN to integrate InGo's social networking tool with registration for CTIA event

BETHESDA, MD—March 17, 2014—Ivan Lazarev, ITN International CEO, and Michael Barnett, InGo CEO, announced a new partnership to socially market CTIA's Super Mobility Week by integrating InGo's social tool with the event registration system provided by ITN.

"We're very excited to launch this new partnership with InGo" said Lazarev. "Our collaboration will further differentiate us as a leader in the marketplace and allow our client CTIA to accelerate the growth of its event and gain insight into the demographics that drive the event's value."

InGo's tool will allow registered attendees to invite key individuals from their social networks to attend Super Mobility Week. The tool also enables attendees to see who within their networks are attending the event.

"This partnership is a comprehensive one, including go-to-market teaming, technical collaboration and custom solution development," said Barnett. "Looking down the line, I am most excited about the information-rich lead analysis that ITN will be able to provide CTIA as a result of this partnership."

Anchored by two CTIA tradeshows—CTIA 2014 and MobileCON—Super Mobility Week will represent the largest technology event in the second half of 2014, hosting thousands of mobile professionals and executives, 1,100+ exhibitors, and 1,000+ media and analysts.

ITN is the official registration and lead retrieval provider for Super Mobility Week.

About ITN International

ITN International is the world leader in mobile NFC and cloud-based event solutions. Headquartered in Bethesda, Maryland, the company maintains operations in Salt Lake City, Utah; Brighton, UK; and Napier, New Zealand. ITN has more than 60 full-time employees and serves more than 15,000 exhibitors and more than 100 events annually. ITN's clients include Amazon, EMC, HP, International CES, Jack Morton Worldwide, Microsoft, VMware and UBM. More information is available at www.itnint.com.

About InGo

InGo allows social registrants to invite key people from their social networks to attend events. InGo's software also allows you to see who in your social network has registered to attend an event, even as a visitor to the event's home page. InGo provides the Trade Show and Events industry with what they need: a way to use the immense power of the social network to make events more fun! We help our clients grow traffic and develop leads by enabling audiences to create communities. At an event powered by InGo, each and every attendee is given the tools they need to make the event experience their own. More information is available at www.ingo.me.