


Las Vegas • October 11-13, 2011

America's worldwide exhibition for incentive travel, meetings and events

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IMEX America Press Releases

Picture Library

IMEX America Banners

Press Releases

[Return to Press Release menu](#)

Press Release - 11th August 2010

Launch of the World's First Portal for Meeting Apps

Vancouver, Canada and London, UK (August 10th, 2010) - Invenia (www.inveniainc.com), in collaboration with the IMEX Group, is pleased to announce the launch of the world's first portal for Meeting Apps - www.MeetingApps.com. MeetingApps.com is a new website designed to enable planners to quickly locate iPhone and iPad apps related to the meetings and events industry. The creator of MeetingApps.com, Kirsten Strand, BSc, CITE, CMM, CEO of Invenia (www.inveniainc.com), believes that the new smart phone technology will revolutionize the meetings industry. "By utilizing specific apps, meeting planners will be able to access vital information and tools right at their fingertips. Knowledge is power, and with GPS enabled applications, anything is possible." The MeetingApps.com technology team was led by Joseph Lo and Jane Huynh, Vancouver-based interactive experts. Together with their technical team, hundreds of event and meeting apps have been identified and categorized, making the "app search" an easy process.

Invenia has joined forces with the IMEX Group - producer of worldwide exhibitions for incentive travel, meetings and events. IMEX's chairman, Ray Bloom said, "With the advent of smart phone technology, as well as the pace at which such technology changes, we have no doubt that the MeetingApps portal will provide a unique service for meetings industry buyers and suppliers. The IMEX Group is totally committed to driving innovation and professional development through the use of new technologies which we believe will greatly enhance events and meetings in the coming years." IMEX will be introducing planners to ways to save time and money through the promotion of www.MeetingApps.com at their new exhibition - IMEX America, which will be held in Las Vegas in October 2011.

In addition to IMEX, MeetingApps.com has been made possible by a number of founding sponsors, including Travel Alberta, AVW Telav, Kuoni Destination Management, the Toronto Congress Centre and Encore Web Studios.

To find the ideal app for your personal travel experience or next meeting or event, visit www.MeetingApps.com.

-ENDS-

About IMEX

- IMEX America is America's worldwide exhibition for incentive travel, meetings and events and takes place 11 - 13 October 2011 at the Sands Expo, Las Vegas.
- MPI (Meeting Professionals International) is the Strategic Partner of IMEX America and the show's major educational provider.
- All IMEX America press releases can be downloaded from <http://www.imexamerica.com/press.php>
- High-resolution photos are available at <http://www.imexamerica.com/picturelibrary.html> and <http://www.imex-frankfurt.com/imexphotos.html>
- IMEX America is run as a part of the IMEX Group of exhibitions, which also delivers the award winning IMEX exhibition in Frankfurt, www.imex-frankfurt.com

About Invenia

Invenia: from Latin "invenio" meaning to find or discover.

Invenia is acclaimed as one of the world's most specialized companies, providing global site selection, meeting consultation services and VIP experiential events. Invenia creates the perfectly designed incentive program, conference or event experience, then helps clients directly source the most exclusive properties, destination management experts and merchandise purveyors around the world. Invenia's interactive division develops distinctive web-based tools designed to save meeting and event planners both time and money. Invenia partners with leading corporations and agencies to bring clients the very best.

To discover exceptional experiences, visit www.inveniainc.com.

IMEX Group and MeetingApps.com Coming Together

Kirsten Strand, BSc, CMM, CITE, CEO of Invenia and co-founder of www.MeetingApps.com with Ray Bloom, Chairman, IMEX Group.

Coming together to bring www.MeetingApps.com to meeting planners around the world.

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