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## **Ascend Integrated Media Chosen by Merchandise Mart Properties International (MMPI) to Develop New Event Mobile App for July Markets**

**Overland Park, KS (July 23, 2010)** – Ascend Integrated Media’s ability to provide an easy, convenient, cross-platform functional event mobile app was one of the leading reasons MMPI tapped them to provide the mobile app for their upcoming California Gift Show® and Chicago Market: Living and Giving®. Buyers at this year’s Markets will be able to download the app to any smartphone and have instant, mobile access to the product locator to search for showrooms, exhibitors, product lines, as well as access to up-to-the-minute social media updates, news, weather and more.

When asked about the decision to partner with Ascend Integrated Media to provide the app to market attendees, Joan Ulrich, senior vice president, MMPI responded; “We are continually striving to incorporate the latest technology into our Markets, to make them the best place to do business in the industry. MMPI’s focus is to use this technology to create an environment where information can be shared and distributed easily to our buyers, exhibitors and showrooms. This new mobile app is a big part of this new environment. It is an invaluable tool that will allow buyers and retailers to maximize their time before and during our Markets, and ensures that everyone is sure to take full advantage of all the benefits the Markets offer.”

Providing clients with the most up-to-date technology to deliver their message and reach their members has always been a priority for Ascend. However, just providing the service doesn’t drive success of the program. Without a client that recognizes the opportunity it provides to make an impact on the attendee’s experience, the program doesn’t work. Maria Arnone, vice president, media development, Ascend Integrated Media praises MMPI for their ability to embrace technology “Ascend can always count on MMPI’s interest in new technology platforms. Their tenants and exhibitors market products with a “glamour” factor, and MMPI likes to offer them the newest options for them to connect with their buyers. Ascend now produces media for MMPI completely cross-platform: print, digital and mobile.”

The apps are free to download just enter [calgift.mwap.at](http://calgift.mwap.at) or [chigift.mwap.at](http://chigift.mwap.at) into your smartphone’s browser.

Ascend Integrated Media has plans to provide even more mobile content to event attendees. Apps are already in development for over 20 clients including two more for MMPI later this summer.

**About Ascend Integrated Media** - Ascend Integrated Media is a custom content company, established in 1982 in Overland Park, Kansas. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. Ascend’s suite of fully integrated products and services includes print and digital magazines, newspapers, newsletters, membership directories, product buyers’ guides, exhibit guides and maps, hotel door drop services, healthcare study guides, patient care information, event-related websites, smartphone and client-specific hand-held device application development, as well as social media account management and targeted text and text couponing services. For more information visit [www.ascendintegratedmedia.com](http://www.ascendintegratedmedia.com).