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North American Spine Society Selects Ascend Integrated Media To Launch Event Media Campaign For Annual Meeting

Overland Park, KS (July 27, 2010) – Ascend Integrated Media announces that it will produce the event media for the North American Spine Society's 25th Annual Meeting this October.

Ascend Integrated Media's 28 years of event media experience allowed NASS to feel secure in its choice of a custom media company. Ascend was able to provide NASS with a suite of digital products such as email previews, online dailies and a post event wrap-up email campaign along with a printed live daily newspaper and a comprehensive event mobile application.

The mobile application will include a NASS resource center, 25th Anniversary celebratory information, a celebration of association awards, an exhibitor guide, daily newspaper feed, access to event Twitter feeds, meeting schedule information as well as local news and weather. All of this data is synced and instantly updated from a database of show information. The app is downloadable to any Smartphone, regardless of the platform, as Ascend's mobile apps operate across all platforms.

Maria Arnone, vice president of Media Development for Ascend, explained the decision to use digital and mobile offerings in addition to the printed media this way: "With nearly 4,000 spine care professionals at its meeting, NASS is a great example of an Ascend client that is providing the information cross-platform. Together, we believe that attendees consume media in different ways, at different times. We're proud to be affiliated with a content-savvy and prestigious organization like the North American Spine Society."

When asked about the decision to partner with Ascend Integrated Media to provide the app to their members, NASS President Ray Baker, MD said, "The North American Spine Society Annual Meeting brings together a diverse group of world-renowned spine specialists. We are pleased to provide our attendees with meeting information in the palms of their hands through the latest multimedia and mobile technologies."

Ascend Integrated Media has plans to provide even more mobile content to event attendees. Apps are already in development for over 20 clients.

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 tablet device application development, as well as social media account management and targeted text and text couponing services. For more information, visit www.ascendintegratedmedia.com.