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Ascend Integrated Media Launches New Mobile App for HCEA Meeting and Exhibition in Las Vegas

Overland Park, KS (June 15, 2011) — Custom publisher Ascend Integrated Media LLC and its operating brand, Ascend Media, is proud to announce the release of a new Mobile App for the Healthcare Convention & Exhibitors Association (HCEA). The mobile app, which Ascend Media collaborated on with technology partner Sherpa Solutions, is being unveiled just ahead of the association's annual meeting taking place June 25–28 at the Wynn Las Vegas Hotel. The HCEA Annual Meeting is the must-attend industry event for all healthcare exhibit and convention marketers, medical association exhibition managers, medical meeting planners and suppliers to the industry.

With this release of the HCEA Mobile App, attendees will enjoy the convenience of instant updates of the most recent information from the HCEA meeting and show right from their mobile phones. Attendees will be able to access session information, schedules of educational sessions as well as special events, exhibitor information, on-site location and way-finding capabilities, dining options, HCEA's Twitter feed and more from the annual meeting.

"We are especially proud to offer this upgrade in mobile app capability with more specialized content and vastly improved graphic presentation," said Rhonda Wickham, vice president of content for Ascend Integrated Media. "Mobile applications and their capabilities are advancing at an impressive pace, and we continue to raise the bar on what we offer our clients. For example, attendees will be able to access session presentations through the Handout Tab on the app. This feature lets attendees carry and access presentations even after they return home."

To download the app, attendees only need to text **HCEA App** to 80802. They will then receive a text message with a link that will automatically download the mobile app to their devices. This app is a native app compatible with smartphones such as the iPhone and Android models. A mobile web version will be available for all other models of mobile devices.

“HCEA has always stayed on the cutting-edge with its communications and outreach programs. We are delighted to once again provide an app that extends the great content from the event itself and continues the professional engagement with members in a way that resonates with them,” said Barbara Kay, president of Ascend, explaining why it is important for the custom content marketing firm to provide mobile marketing solutions for its clients. “Broadening HCEA’s communication with this mobile app also will illustrate for attendees how they can employ an app for their own events.”

To round out HCEA’s mobile offerings, Ascend Media will once again offer a mobile text alert program and 2D barcodes at HCEA’s meeting in Las Vegas. If attendees want to receive important text reminders during the meeting, they simply need to opt-in by texting HCEA 11 to 80802.

About Ascend Integrated Media - [Ascend Integrated Media](#), LLC and its operating brand Ascend Media, is a custom media agency that specializes in custom publishing and custom content, 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, produce and distribute print, digital and mobile content associated with marketing, branding and social media initiatives. Ascend’s suite of fully integrated products and services includes print and digital magazine publishing, newspaper publishing, newsletters and e-newsletters, membership directories, product buyers’ guides, exhibit guides and maps, annual reports, hotel door drop services, advertising and sponsorship sales representation, healthcare study guides, patient care information, event-related website development and management, smartphone and client-specific hand-held device application development, as well as social media account management, targeted text and text couponing services and QR code programs.

About HCEA- The Healthcare Exhibitors Association is the only association solely dedicated to improving the effectiveness of all conventions, meetings and exhibitions for the healthcare industry. HCEA represents organizations involved in healthcare exhibitions and conventions. www.hcea.org