

IT'S HERE: IFA's 2011 Convention Mobile App IS NOW AVAILABLE!

WHAT IS IT?

A **free**, new and innovative way for you to plan for and get the most out of your IFA Convention Experience!

WHAT DOES IT DO?

Provides you with mobile, 24/7 access to:

- The IFA Convention Schedule of Events – you can create your own schedule too!
- A list of more than 200 Exhibitors, along with an interactive tradeshow floor plan
- Educational Sessions, Speakers and Speaker PowerPoints
- Session Surveys
- Other "Friends" attending IFA Convention
- The latest IFA news, Convention alerts and integrated social media tools.

HOW DO I GET IT?

There is no cost to download this application.

Downloading the IFA 2011 Mobile app is easy:

- For iPhones, iPod Touch and iPad, from your phone, visit the App Store and search for IFA 2011 or point your mobile browser to <http://bit.ly/2011IFA>

- For all other phone types (including Blackberry, Android and all other smartphones), from your phone, point your mobile browser to <http://m.core-apps.com/ifa2011>

where you will be directed to download the proper version of the app for your device or then bookmark this page on your phone for easy future access.

- For those without a smartphone or to access the app from a PC, log on to: <http://m.core-apps.com/ifa2011>

IFA's 51st
Annual Convention:



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Building the future
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**DOWNLOAD AND START USING IT
TODAY!**