



FOR IMMEDIATE RELEASE

## Experient and Core-Apps Launch Preferred Partnership

**TWINSBURG, OH and GLEN BURNIE, MD** – Core-Apps LLC, the leading provider of smartphone solutions to the tradeshow industry and Experient, the industry leader for integrated meeting and event solutions, today announce the formation of a preferred partnership between the two companies.

The partnership will provide customers of both companies total integration between Core-Apps and Experient on a mobile platform, including Core-Apps' leading Follow Me and EventLink products. Exhibitors and attendees will be able to take advantage of the companies' combined technologies as part of this venture, which will be marketed within Experient's Connexia™ suite of services.

Jay Tokosch, CEO, Core-Apps stated, "We are very excited about this partnership. The combination of our two companies will offer customers solutions that are not available in the industry today. These solutions will bring real value to attendees and exhibitors in a way that will make a difference for the organizers of shows."

"The real power of this relationship will be revealed as two industry leaders work to bring the processes of an event into the mobile age," said Mike Godsey, Senior Vice President Market Development for Experient. "Our desire is to change the user experience by providing key event data to attendees and exhibitors on their smartphones. This will add significant value to all constituents of an event."

### About Core-Apps

Currently headquartered in Glen Burnie, MD, Core-Apps, LLC is the creator of Follow Me and EventLink, the leading mobile applications for trade shows and events. Follow Me is an award winning platform that contains a interactive floor map, scheduling, social media, exhibitor/event listings, and is a totally green application that has the most comprehensive revenue sharing plan available. Core-Apps is currently supporting some of the largest events in the industry. Their customized smartphone applications put critical event information in the hands of each attendee. They deliver important show elements that improve the event experience such as exhibitor search, product search, session and speaker search, itinerary planner, floor mapping, local entertainment and more. Visit [www.core-apps.com](http://www.core-apps.com) for more information

### About Experient

Experient leads the industry as one of the best-known and most respected brands in the event management world. Its core services include providing registration, housing, event planning and management, site sourcing/contract negotiation, and lead retrieval services to progressive association, corporate and government clients with the support of an extensive supplier network. Experient employs professionals dedicated to fulfilling its vision of perfecting the event experience to deliver leading-edge thinking, experience and technology solutions for meetings, conventions and tradeshow around the world. Visit [www.experient-inc.com](http://www.experient-inc.com) for more information.

For more information, contact Marian Calvin, Vice President Communications, Experient, at 330-486-0330 or [marian.calvin@experient-inc.com](mailto:marian.calvin@experient-inc.com). Contact Jay Tokosch, CEO, Core-apps, at 410-974-0505 or [jay@core-apps.com](mailto:jay@core-apps.com)

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