

## **CTIA, IFA Partner for "Borderless" Show**

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CTIA and IFA announced that they are joining forces on what the two organizations are calling the world's first "borderless" trade show in 2014.

IFA is an annual consumer electronics and home appliances tradeshow based in Berlin, which is now reaching its 52nd edition, and CTIA focuses primarily on the mobility.

The two organizations have signed a memorandum of understanding as the first step in creating the new show.

Rob Mesirow, CTIA vice president and show director, said the partnership "reflects today's borderless and diverse wireless ecosystem, across time zones, across industries and across audiences."

CTIA recently announced that it will be combining its spring show, MobileCON, with its fall show, CTIA Wireless, to create the "Super Mobility Show," which is scheduled to take place September 9, 10 & 11, 2014 at the Sands Expo and Convention Center in Las Vegas. The IFA show will take place September 5-10 at the Messe Berlin Fairgrounds in Berlin, Germany.

The alliance between CTIA and IFA will begin at CTIA 2013 on May 21-23 at the Sands Expo Convention Center in Las Vegas.

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