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International Factoring Association Uses Latest Mobile Technology at the 17th Annual Factoring Conference

Pismo Beach, CA– April 1, 2011 – The International Factoring Association (IFA) today announced that it will be using EventMobi™, cutting edge mobile technology, for its 17th Annual Factoring Conference. The technology will allow conference attendees to view detailed & interactive session, speaker, and exhibitor information. Attendees can build custom profiles and use the power of social media to connect with other attendees before, during and after the event. Simple delegate bios, profile pictures and social media links allow for effective networking between speakers, delegates and sponsors. The IFA will be able to broadcast real-time announcements to users during the conference.

The 2011 Factoring Conference will take place on April 13th through April 16th at the Omni Shoreham in Washington DC. With over 500 attendees and more than 40 exhibitors expected, the 2011 Factoring Conference is the world's largest conference dedicated to banks and finance companies which offer factoring and receivables financing.

"We are very excited to offer this technology to our attendees. It is a whole new way for attendees to experience the 17th Annual Factoring Conference and connect to other attendees, said Bert Goldberg, Executive Director of the International Factoring Association. The 2011 Factoring Conference will be the largest gathering ever of Factors and Commercial Finance companies. This event has become the must attend event for the commercial finance industry."

Registration and available sponsorships are available online at www.factoringconference.com.

EDITORS: Media Passes are available to reporters by contacting Bert Goldberg at (805) 773-0011 Extension 12.

About the International Factoring Association

Headquartered in Pismo Beach, California and with over 350 corporate members, the International Factoring Association is the largest association of commercial finance companies in the world. Members include factoring companies, asset based lenders and other receivables finance companies. Since 1999, the International Factoring Association has provided a forum for member organizations to meet and discuss issues and concerns, share best practices, disseminate information and promote a single voice to the marketplace. The principal spokesperson for the factoring and receivables finance industry is the International Factoring Association's Bert Goldberg. For more information visit www.factoring.org.