

## CTIA US Shows to Converge into One

Written by Marco Attard  
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CTIA will no longer run two annual trade shows from 2014-- the CTIA Show and MobileCON will be converged into the CTIA Super Mobility Show, to take place 9-11 September 2014 at Las Vegas.



"The wireless industry is evolving rapidly and there is a need to have a show that centers on the entire global mobile ecosystem in a way that hasn't existed among the current shows," CTIA VP and show director Rob Mesirow says. "The timing of the 2014 show will deliver the perfect stage for companies to debut mobile consumer products and services for the annual holiday buying season."

The association already pushed back the dates of CTIA Wireless from March to May on 2012, probably due to the growth of Barcelona's Mobile World Congress.

In addition, CTIA is teaming up with IFA to create what it calls "the world's first 'borderless' trade show in 2014" with the signing of a memorandum of understanding (MOU) by the two organisations.

IFA 2014 will take place during 5-10 September, Berlin, creating what CTIA calls "Super Mobility Week."

"Mobility and wireless connectivity are the future of the CE and home appliances on display at IFA. Additionally, we will shorten the distance for US retailers, consumers and media to the global product launches that take place at IFA in time for the holiday retails season," IFA director Jens Heithecker says. "The two events will create a transatlantic alliance that connects

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attendees, exhibitors, media, keynotes and speakers.”

Go [One CTIA Show to Serve as the Mobile Industry Trade Show](#)

Go [CTIA and IFA to Partner and Produce First Borderless Trade Show in 2014](#)