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International Map Industry Association and *Directions Magazine* Announce the .MAP Conference
Leading Organizations for Mapping and Geographic Information Systems Create Event to bring the World of Print and Digital Mapmakers together

April 08, 2013 – Glencoe, IL and Mission Viejo, CA - In 2013, the International Map Industry Association (IMIA) and *Directions Magazine* will collaborate on a new event that brings the world of mapmakers together. The global conference, serving also as the IMIA's annual event, will be held September 08 - 10 at the Hyatt Regency Cambridge, in Cambridge, Massachusetts.

The objective of the conference is to gather professionals engaged in creating maps and mapping applications from both the print and digital world to explore new ways to deliver content, derive revenue, and design maps for a new audience in web, mobile and print. Mapmakers of the world will gather in one place to exchange ideas on how to better serve a growing audience for geographic information and present that information in a variety of formats including digital print, 3D printing, Internet portals, and mobile form factors.

“As more people find new ways to use geographic information the responsibility to present that information in an understandable way rests with professionals in our community,” said Joe Francica, editor in chief of *Directions Magazine*. “Digital mapmakers must be cognizant that applications for mobile form factors and social networking apps must adhere to cartographic standards. As such there will be new methods of publishing and new business models to consider.”

“The new event is a tremendous opportunity for our membership to bring our collective knowledge of mapmaking to a new audience of digital cartographers working in Internet and mobile mediums,” said David Knipfer, president of IMIA (Americas).

About Directions Media

Directions Media was founded in 1998 and published the first online magazine covering geospatial technology. Today Directions Media maintains several online publications and references including *Directions Magazine*, the All Points Blog, and GeoSpatial Webinars. It is the leading source of information, news and commentary in the fields of geospatial and location-based technologies. Directions Media has offices in Huntsville, Alabama and Glencoe, Illinois. More information can be found at www.DirectionsMedia.net.

About International Map Industry Association (IMIA)

IMIA is an international organization that welcomes members from every corner of the globe. Established over 28 years ago, it promotes the interests of all companies involved in the mapping industry: developers of geographic information systems, publishers, government organizations, printers, distributors, consultants, and libraries. IMIA plays an active role in helping member organizations achieve their business and professional goals. For more information about the conference visit www.imiamaps.org in the Events Section.