



## For Immediate Release

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### **Shopmetrics Signs on as Premier Sponsor for ShopperFest 2017**

**Louisville, KY (April 13, 2017)** – MSPA Americas (formerly known as MSPA-NA) announces Shopmetrics as the first Premier Sponsor of its 2017 [ShopperFest conference](#).

MSPA Americas, the trade association representing the customer experience management and measurement industry, will host ShopperFest on June 16-18 at Rosen Plaza Hotel in Orlando, Florida. The event attracts independent contractors as well as executives from customer experience management and measurement firms from across the country.

The conference, designed for MSPA Americas independent contractor members and individuals who are interested in learning more about the industry, features educational seminars related to mystery shopping and customer experience measurement, professional development and important issues within the industry.

“Our number one priority is to provide value to our members - ShopperFest provides education, certification and networking in an engaging weekend event.” said Mike Mershimer, president of MSPA Americas.

For more information, visit our website at [www.mspa-na.org](http://www.mspa-na.org).

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[MSPA Americas](#) connects and supports the businesses that influence the customer experience through managing, quantifying, interpreting, enhancing and re-defining the customer experience. Widely recognized as the leader in customer service experience measurement, management, and training, MSPA Americas is made up of member companies that provide these services to a variety of industries. The association strengthens the customer experience industry by uniting the efforts and actions of its members and supporting the businesses they serve.