News Release

Cloud Conventions Launches 365 Program for Virtual Conferences, Trade Shows and Events Designed for a Year-Long Virtual or Hybrid Event Programs

Atlanta, GA — July 14, 2020 — Cloud Conventions today announced Cloud Conventions 365 a new service for virtual conferences, trade shows and events that allows show and event sponsors access to an event portal year-round to manage virtual or hybrid events. Trade show operators, companies and associations that use a Cloud Conventions platform can now keep their portal live and accessible using Cloud Conventions 365 for up to one year. Cloud Conventions is a full featured virtual event SaaS technology solution from Convey Services.

"A virtual event is no longer limited by the 2-3 days a physical trade show normally operates; it can be open and evolving all year with Cloud Conventions 365," said Carolyn Bradfield, founder of Convey. "Once traditional trade shows moved to a virtual format as a result of cancellations in 2020, they realized the benefits from keeping their audience engaged and connected longer. When the pandemic is behind us, we expect all shows will incorporate a virtual solution to accompany a live conference, tradeshow or event in 2021 and beyond. Despite initial pushback, people have realized that virtual events expand their attendee audience, rather than reduce it, give exhibitors a stronger ROI from increased and extended online market presence and offer reduced cost from delivering a virtual event experience."

Once a live Cloud Conventions virtual event has closed, the portal can retain its structure and easily be repurposed for subsequent events throughout the year. Cloud Conventions is designed for the non-technical user and does not require special coding or development to manage it. Virtual booth can remain or be refreshed for the next event or can accommodate new exhibitors, sponsors or speaker sessions. Attendees from prior events can remain in the database as 'pre-registered' for new pop-up events or the registration process can begin over.

"The Cloud Conventions 365 option is incredibly cost efficient and saves time for the trade show operator that wants to stage virtual or hybrid events all year," added Bradfield. "The portal can be available for a period of time after their first Cloud Conventions event or the organization can simply enter into a six or twelve month subscription agreement for the use of the technology."

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About Cloud Conventions

Cloud Conventions is a Virtual Trade Show and Conference Platform from Convey Services that brings new capabilities to a marketplace looking for solutions to replace the thousands of live trade shows, annual conferences and association meetings cancelled in the wake of COVID-19. Originally launched as ConveyLive, Cloud Conventions automates exhibitors and virtual booths, attendee registration, speaker sessions and reminders, invitations and email communication, while at the same time producing detailed analytics on attendee, session and exhibitor activity.

Trade Associations and event managers can explore all of the Cloud Conventions solutions by visiting https://cloudconventions.com or contacting info@cloudconventions.com or call 888-975-1382.

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