



# News Release

## **Cloud Conventions Virtual Events Can be More Effective at Connecting Buyers & Sellers Sale-focused Events Empower Businesses to Keep Merchandise Moving in the Face of COVID**

**Atlanta, GA — August 7, 2020 —** Cloud Conventions, a full-featured virtual tradeshow and event technology solution delivers an effective means for suppliers to continue to move merchandise by providing better connection to buyers in a content rich virtual environment. Annual or regional tradeshows and industry conferences have traditionally been the primary way suppliers connect to their wholesale marketplace, educating buyers on new products, introducing the latest trends and receiving orders for merchandise for upcoming selling seasons. In a digital environment, Cloud Conventions is improving the overall sales process by better showcasing suppliers and their products, providing increased promotional opportunities and stronger connections with buyers, brokers and distributors in thousands of vertical markets in the U.S. and internationally.

“People often perceive that tradeshows are just a getaway to visit a fun venue, connect socially and have a good time,” said Carolyn Bradfield, founder of Convey Services. “In some ways that can be true, however tradeshows are mission-critical in connecting buyers with suppliers and resellers in a single venue so they can keep their shelves, warehouses and online stores stocked with the latest merchandise. To keep product moving so suppliers can survive and grow in the face of COVID-19, Cloud Conventions offers a more enhanced digital experience delivering higher levels of product information, more interaction and a longer opportunity to connect.”

A Cloud Conventions virtual tradeshow gives exhibitors a booth experience filled with opportunities to capture sales leads, attract and reward attendees, interact with live chat or video meetings and offer live or recorded in-booth sessions to showcase their products. Buyers can view new product lines, flip through digital catalogs, meet with designers, fill out requests for pricing, order product samples and receive show promotions and discounts.

“Virtual tradeshows can offer significant advantages over live events,” added Bradfield. “The virtual exhibit hall is not restricted to specific hours, allowing attendees to view a booth online and on-demand 24/7. The attendee audience is often much larger because they can attend without the risk and expense of travel or taking time away from the business of selling. This can dramatically increase the number of sales leads from an event. In one of our recent tradeshows, there were 100 virtual booths. During the 3 days of the live show there were over 40,000 attendee interactions with exhibits and sales content. With a virtual event, those interactions can continue for days, weeks or a month or more afterward.”

Cloud Conventions virtual booths offer varying levels of features with specialized sponsorship and advertising placements. Exhibitors can purchase banner ads on the homepage, inside the attendee dashboard and on directory pages. Sponsors can showcase themselves with session presentations, host social events like virtual wine tastings and be featured in email communication sent from the event platform. Analytics on Cloud Conventions detail every attendee interaction to validate the ROI for the exhibitor or sponsor.



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Cloud Conventions is a virtual event SaaS solution from Convey Services. To learn more about options available for a virtual conference, tradeshow or event, visit the Online Resource Center at [www. CloudConventions.com](http://www.CloudConventions.com).

## **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](mailto:info@cloudconventions.com) or call 888-975-1382.

Press Contact

Bruce Ahern — (770) 580-0810

Convey Holdings

[bahern@conveyservices.com](mailto:bahern@conveyservices.com)