News Release

Cloud Conventions Expands Registration Capabilities with 3rd-Party Providers
External Registration Technologies Allow More Options to Event Operators

Atlanta, GA — July 28, 2020 — Cloud Conventions, a full-featured virtual tradeshow and event technology solution today expanded its capabilities to offer connections to two new external registration technologies, providing additional options to register attendees for virtual conferences or association events. The first in a series of integrations are with Experient, a division of Maritz Global Services and RegFox, a California-based registration company. Cloud Conventions is a virtual event SaaS platform from Convey Services.

"Many show producers or event managers have a history of using platforms like Experient to manage complex registrations, including taking payment, managing travel and lodging, and selecting program extras," said Carolyn Bradfield, founder of Convey Services. "These proven registration platforms will augment Cloud Conventions' internal registration engine, giving event operators the flexibility of using a solution they are familiar with and may already have a contract."

Cloud Conventions connects to external registration systems through an application program interface (API) to collect and transmit data. Once Cloud Conventions receives a registration, the system creates a unique attendee record and assigns a classification based on the purchased event package. Attendees receive a welcome email from Cloud Conventions with access credentials so they can login immediately or a welcome email can be scheduled for a later date. Event organizers have the option of approving all applications any action is taken.

"Some events have complex payment structures or need to validate an attendee against a membership record," added Bradfield. "Many organizations have relationships with a registration company that offers greater customization. All a show needs to do is identify the external platform to Convey and we'll connect the two systems."

Cloud Conventions can provide a personalized content experience with customized dashboards, segmented email communication or restricted access to some or all exhibit booths or content based on attendee type. To learn more about the options available for a virtual conference, tradeshow or event, visit the Online Resource Center at CloudConventions.com.

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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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