News Release

Cloud Conventions Announces CloudPoints Rewards Program

Atlanta, GA — July 20, 2020 — When Cloud Conventions 2020 went live from May 11-14 it featured CloudPoints™, a unique incentive program that awards prize points from sponsors to attendees in exchange for scheduling a meeting or demo, connecting for education, registering deals or submitting a lead. CloudPoints lets exhibitors on any Cloud Conventions virtual event or tradeshow reward engagement by offering 'Virtual Swag.' It drives booth traffic and ensures that booth visitors provide their contact information. Attendees can collect points from multiple vendor and sponsor's booths and all points are redeemable for gift cards, prizes, travel, concerts or other promotional gifts at the close of the event. Cloud Conventions is a full-featured virtual event SaaS technology platform from Convey Services. CloudPoints rewards fulfillment is delivered and managed by Calusa Marketing.

"Cloud Conventions 2020 was the largest virtual trade show ever staged in the telecom/cloud channel," said Carolyn Bradfield, founder of Convey. "We wanted attendees to experience the fun activities and rewards of attending a live in-person event, even though most tradeshows have been postponed or cancelled for at least the remainder of 2020. CloudPoints offer an unprecedented opportunity for vendors to elevate their brand, raise their profile and promote themselves. We are seeing that Cloud Conventions virtual events attract thousands of people who don't normally travel to traditional in-person events. CloudPoints is one more reason for attendees to explore virtual booths and directly connect with exhibitors."

"Our goal is to engage attendees on every level and encourage them to participate and explore the resources of every Cloud Conventions exhibit booth," said Mike Giroud, CEO of Calusa Marketing. "CloudPoints rewards are delivered by our automated platform, eliminating the need for fulfillment by the exhibitor or sponsor. The rewards associated with points motivate attendees to interact with sponsors, raise brand awareness and increase the quantity and quality of leads for sales teams."

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About Calusa Marketing

Calusa Marketing is a technology-based incentive marketing firm, specializing in loyalty, engagement, and motivation for employees and customers. We build and manage programs for our clients and vendor partners with solutions that include digital gift card programs, incentive travel (individual and groups), cloud-based SaaS reward platforms, and a member benefits online discount club. Based in St. Petersburg, FL and founded in 2015, the company has over 50 years combined experience in loyalty, incentive marketing, and reward fulfillment. For more information visit www.calusamarketing.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 or call 888-975-1382.

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