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CONVENTION DATA SERVICES DEVELOPS TOOL TO INCREASE EXHIBITOR ROI

(Bourne, MA – May 2009). In these tough economic times, the question on the minds of exhibitors is: how can we understand attendees and attract qualified prospects to our booth, which will in turn help us to realize a return on investment? Convention Data Services has developed a plan to answer that question.

Convention Data Services (CDS) has created and released an Exhibitor Success Kit which provides hands-on guidance and steps for exhibitors to implement the ideas pre-show, onsite and post-show. The kit is comprehensive and the information is fully adaptable to meet each exhibitor's needs. Included in the kit are Attendee and Lead Profiles, as well as sections on Setting Pre-show Goals, Building a Strong Brand, Promoting and Marketing Ideas, Collecting Leads and Follow-up. The worksheet included with the Success Kit assists exhibitors in designing, estimating and tracking their exhibiting efforts.

The ability to meet face-to-face is still the most effective way for exhibitors to build relationships with prospects and clients. However, today's show attendee profile is different than those of the past. Today's attendee expects an interactive event experience that begins before the show and lasts well after the event has ended. The CDS Exhibitor Success Kit includes formulas to assist exhibitors in defining what a qualified lead profile is for their company and how to attract that lead.

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Not only are pre-planning tools as explained in the CDS Exhibitor Success Kit key to achieving an exhibitor's goals, but gathering the leads and follow-up is just as crucial. Because gathering leads is much more than just collecting names and contact information, the Success Kit provides exhibitors with a specific plan to obtain and follow-up on qualified leads.

Without follow-up, all of the expense that an exhibitor has put into event preparation will be lost. Statistics prove this. On average, over 80% of leads collected at events never have any follow-up.¹ The CDS Exhibitor Success Kit gives exhibitors concrete ideas and formulas to determine how their exhibiting return can be improved, such as managing leads online and customized email blasts.

For over two decades, Convention Data Services has been providing state-of-the-art registration, database management, exhibitor lead retrieval services and event marketing to the trade show industry, serving the needs of businesses and non-profit associations nationwide. The company, one of the largest private employers on Cape Cod, was recently named to the Inc 5000 list of fastest-growing private companies in the country.

For further information regarding Convention Data Services and the Exhibitor Success Kit, contact Nate Knight, nknight@cdsreg.com, 508.743.0149 or visit the company's website: www.cdsreg.com.

1) Davis, Jefferson. "Why Tradeshow Training & Education?" Competitive Edge. 2007. <http://tradeshowturnaround.com/index2.php?option=com_content&do_pdf=1&id=63>

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