



FOR IMMEDIATE RELEASE

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**CONVENTION DATA SERVICES ANNOUNCES NEW PRODUCT
TO INCREASE EXHIBITOR ROI**

X•Press Exhibitor Emails

(Bourne, MA – June 2010). Convention Data Services (CDS) has announced a new product to benefit exhibitors, X•Press Exhibitor Emails. This program, which is free of charge to exhibitors, is designed to help exhibitors build booth traffic, increase ROI, and boost attendance at the event.

This new product provides exhibitors with the ability to send multiple, promotional email blasts to their company's prospect list prior to the event. The user-friendly product includes several professionally designed email templates. Exhibitors provide their company information, logo, product images and a custom message and the email template provides an event description, branding and prominent links to the registration page. The program uses the exhibitor's prospect list to invite people to the event, but none of their valuable list information is shared or made available in any way. The prospect lists are kept strictly confidential.

The process is quick and easy. Exhibitors enter their content into form fields, upload their prospect list, logo and product images, schedule their emails, and the system takes care of the rest, including running an automated spell-check. Each email blast from an exhibitor can contain different copy and images. After exhibitors enter their message, they can see their final formatted email and send tests to themselves and others for review. Once the email is finalized, the exhibitor schedules it for delivery.

Exhibitors can track the success of their email blast campaigns. Open rates and click-throughs for each email sent can be analyzed in real-time. The scheduling feature manages exhibitor campaigns and ensures that recipients don't receive multiple emails on the same day. The system, schedule and email templates are compliant with the email CAN-SPAM Act.

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**CONVENTION DATA SERVICES ANNOUNCES NEW PRODUCT
TO BENEFIT EXHIBITORS**

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Features & Benefits

- ✓ Product is Free to Exhibitors: show management purchases the product for their exhibitors.
- ✓ Safe and Secure: product is CAN-SPAM Act compliant. Exhibitor's prospect lists are securely protected and are not made available to anyone.
- ✓ Easy-to-Use Interface: reduces the possibility of errors or confusion.
- ✓ Professional, High Quality HTML Templates: several options are available and provide a branded email for exhibitors with customized invites and messages, and the exhibitor's logo and product images. It also includes a prominent links to the event's registration page.
- ✓ Fully Automated: exhibitors can create, test and schedule their own emails; the system takes care of the rest.
- ✓ Verifiable Results: analysis of distribution, open rates and click-throughs are in real-time.

About Convention Data Services (www.cdsreg.com):

For over two decades, Convention Data Services (CDS), located in Bourne, has provided 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. For the 2nd year in a row, the company was named to the Inc 5000 list of fastest-growing private companies in the country.

For further information on the new Exhibitor Email Product, contact Convention Data Services at www.cdsreg.com.

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For interview opportunities or to request a screenshot, contact Vickie Silver Levinson at vlevinson@cdsreg.com or 925.785.5896.