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**SME—SOCIETY OF MANUFACTURING ENGINEERS SELECTS
CONVENTION DATA SERVICES AS NEW REGISTRATION PARTNER**

(Bourne, MA – January 2011). The Society of Manufacturing Engineers (SME) has signed a multi-year contract with Convention Data Services (CDS) to provide registration and exhibitor lead retrieval services for their annual conference and exhibition events. The Society of Manufacturing Engineers is the world’s leading professional society advancing manufacturing knowledge and influencing more than half a million manufacturing practitioners annually.

“The constant challenge of providing state-of-the-art tools, while keeping expenses down, forces us to continually revisit our service providers. Choosing a company that aligns themselves with our marketing and business needs is key. We are pleased to be working with Convention Data Services to help us in our mission to continue to be a first class trade show producer,” says Joan Press, Manager—Event Operations Group, Society of Manufacturing Engineers.

Through its many programs and activities, the Society of Manufacturing Engineers (SME) promotes an increased awareness of manufacturing engineering and keeps manufacturing professionals up-to-date on leading trends and technologies. Headquartered in Michigan, the Society has members in more than 70 countries and represents manufacturing practitioners across all industries.

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. For the 3rd year in a row, the company was named to the Inc. 5000 list of fastest-growing private companies in the country.

For further information regarding Convention Data Services (CDS), contact Vickie Silver Levinson, vlevinson@cdsreg.com, 925.785.5896 or visit the company’s website: www.cdsreg.com.

To learn more about SME: www.sme.org.

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