

Full Service Registration
End to End Housing Management
Exhibit Lead Retrieval
Attendance Tracking and Reporting
Exhibit Sales and Floorplan Support



EXPERIENCE | DEFINED

ConventionStrategy™



Convention Strategy Group

ConventionStrategy



Increase your bottom line by offering an enterprise event management tool that is customized to your needs

REGISTRATION

- Customized websites
- Real-time ecommerce
- Encrypted transactions
- Managed call center support
- Live chat customer service
- Onsite management
- Single source logins
- Social media integration

HOUSING

- Room block integration
- One stop attendee solution
- Sub-block management
- Real-time pickup/rooming lists
- Post cutoff reservations
- Reduce attrition
- Increase room pickup
- Comparative reporting
- Post show audit review

END TO END PARTNER

Convention Strategy Group offers sophisticated and easy to use technology delivering a dynamic attendee and exhibitor registration and hotel reservation experience. Our End-to-End Enterprise (E3) Level event registration and housing system is designed to be configured to meet the custom needs of all of our clients. We provide advanced reporting, emarketing, and data collection functionality and can customize an advanced clean integration with major membership management systems.

SECURE REGISTRATION DATA

Convention Strategy Group offers complete client security, encryption, and data redundancy for each event. In addition, our sub-grouping functionality enables you to customize data collection fields, registration options, and hotel sub-blocks for each different attendee type, truly customizing their registration experience.

Our system allows attendees to input their personal data, customize their personal event itinerary with sessions they wish to attend, and make a secure online payment, captured in real-time. Attendees and exhibitors can register at any time and at whatever pace desired. Registrants can leave off at any point in the process and come back later to complete their registration or housing process or make any required modifications.

ROOM BLOCKS SIMPLIFIED

Convention Strategy Group offers an integrated housing management component and offers complete housing management services for any sized meeting, tradeshow and convention. As part of our services, our housing professionals monitor and enforce hotel compliance of contractual terms and other retail hotel reservations sites to ensure your rate integrity. Our team, as well as our clients, have the ability to manage housing blocks online at any time and give attendees educated choices of hotels based on specific sub-block requirements. We can perform post show audits to ensure maximum room block utilization and mitigate potential attrition scenarios. In addition, our team is able to provide site selection services and negotiate contracts to guarantee the lowest possible room rates and contract terms.

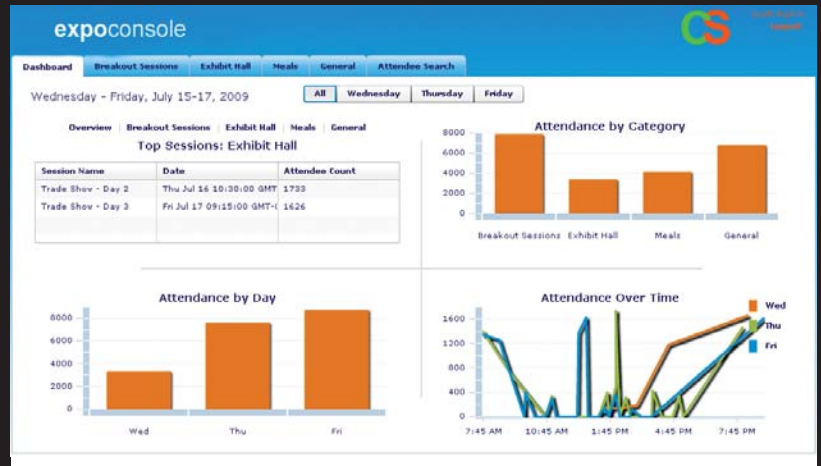
INTEGRATED PROCESSES

By offering Convention Strategy Group's integrated registration and housing, clients will have a seamless bi-directional solution that will completely synchronize registration and housing data. This simplified one-step process ensures attendee and exhibitor satisfaction and that they stay within the room block with a single process. Streamlining and managing room bookings also minimizes attrition exposure and reduces internal staff time spent on coordinating housing data and issues with your contracted hotels. Our system can identify

Tools at your fingertips

Convention Strategy Group has developed a full suite of solutions to ensure successful events

- 1 Track educational sessions and monitor which are more popular than others
- 2 Make strategic decisions on accurate data or key performance issues
- 3 Easy to understand interface and graphics allowing for executive level summaries
- 4 Review pacing reports for registration and block penetration against preset goals or previous year
- 5 One stop review for registration, housing, lead retrieval and educational session data



registrants without current hotel reservations and provide outbound email marketing capabilities to further lead them to booking within your block. Convention Strategy Group can create efficiencies on the overall block utilization and supply event organizers with valuable reporting and cost savings.

COMPREHENSIVE DATA CAPTURE

Convention Strategy Group's ExpoDemand suite of measurement solutions are mobile, intuitive data analytical tools for exhibitors and show managers. The solutions are deployed for exhibit lead retrieval, session tracking, survey taking and prize drawings.

Exhibitors will receive their highest return on investment from exhibiting by effectively managing their sales leads. CS ExpoDemand lead scanners are capable of capturing demographic information for each potential lead. Leads can be further qualified to encompass any number of questions and additional information as required. The scanners are portable devices specifically designed for the exhibitor requiring mobility in the booth and allow for effortless scanning and data entry.

Convention Strategy Group offers an advanced session tracking and verification solution. Whether barcode or RFID technology is desired, the potential of the system is limitless. A wide variety of options are available ranging from handheld equipment to self-contained RFID door scanners. Each product line is coupled with proprietary attendance reporting software. Event data reports include

summaries and graphs showing number of attendees scanned, peak attendance, average time on the exhibit floor or attendance change over time.

DEVELOPING SALES STRATEGIES

Convention Strategy Group's experienced exhibit sales professionals use leading technology to effectively market, sell, assign and confirm exhibit booth space. CS understands the need of having strategic sales strategies and designs a sales cycle that will be the most profitable for each client.

Utilizing a mix of customer relational management, automated booth mapping and other proprietary software, Convention Strategy Group will deliver results while adhering to pre-set goals. CS maintains exhibitor databases and through other list procurements will guarantee maximum exposure to the prospect exhibitor community for your event. Aggressive sales campaigns will introduce new exhibitors to your event and increase exhibitor retention. Onsite customer service representatives will display complete knowledge of your event creating a sense of unity with your event.

BEYOND EXPECTATIONS

Convention Strategy Group is proud to offer a full suite of meeting management tools at competitive price points. Our mission is to establish strong relationships with our clients by providing cost-effective access to high-quality meeting technology. If saving time and money at your next meeting is important, contact Convention Strategy Group.

EXHIBIT LEAD RETRIEVAL

- Extremely user-friendly
- No cost to show management
- Custom lead qualification
- 24/7 online lead access
- Battery operated
- Aisle traffic reports
- Exhibitor Invites
- 100% guarantee

ATTENDANCE TRACKING

- Audited session attendance
- Advanced RFID tracking
- Detailed reports
- Complete online analysis
- CE certificate generation

EXPO BOOTH SALES

- Promote show growth
- Assist current sales staff
- List procurement
- Audience analysis
- Competitive show research
- Electronic marketing
- Increase sponsorships

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ConventionStrategy



ConventionStrategy Direct Competitors Online Vendors

	ConventionStrategy	Direct Competitors	Online Vendors
Integrated Registration & Housing	✓	✓	✓
Online & Offline Support	✓	✓	✗
In-House Call Center Services	✓	Maybe	✗
Complete Housing Management	✓	Maybe	Maybe
Full Onsite Registration Services	✓	Maybe	Maybe
Real-Time Secure Ecommerce	✓	✓	✓
Attendance Promotion	✓	Maybe	Maybe
Social Media Functionality	✓	✓	✓
Name Badge Production	✓	Maybe	✗
Barcode Printing Ability	✓	✓	Maybe
RFID Encoding Ability	✓	Maybe	✗
Advanced Lead Retrieval	✓	Maybe	✗
Free Real-Time Lead Access	✓	Maybe	✗
Onsite Lead Specialists	✓	✗	✗
RFID Session Tracking	✓	Maybe	✗
RFID Exhibit Hall Tracking	✓	Maybe	✗
Exhibit Booth Sales	✓	Maybe	✗

ConventionStrategy is proud to offer a complete integrated family of software and services to the meeting and convention industry.

BlueSkyz

Registration

Housing

Onsite Services

Call Center Support

EXPODemand

Lead Retrieval

Session Tracking

Attendance Promotion

Expo Booth Sales



Convention Strategy Group is a full service event technology firm guided by a management team with over 35 years of combined experience in the meetings industry.

Convention Strategy Group specializes in delivering sophisticated and easy to use registration, integrated housing, advanced lead management, session attendance tracking and other event technology solutions to a wide range of clients. No matter the size of the general session or the amount of exhibitors on the trade show floor, ConventionStrategy can be relied on to deliver a 100% commitment to client events.



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