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CONVENTION DATA SERVICES UNVEILS NEW SUITE OF MOBILE PRODUCTS
Offers Complete Mobile Functionality for Entire Event

(Bourne, MA – November 1, 2011). Convention Data Services (CDS) unveiled today a new and enhanced mobile suite of products that provides complete mobile functionality for an audience on the go. These new products offer a comprehensive and easy-to-use solution that provides instant access to event information for attendees, exhibitors and event managers.

CDS' mobile suite of products includes: (<http://www.cdsreg.com/products/mobile/mobilereg.aspx>) Mobile RRC (Registration Resource Center), Mobile Inquiry, Mobile eReports, LeadApp version 2 and Tablet Registration. All products are currently available through a CDS account executive.

“This new generation of mobile products is the most extensive and powerful solution that we’ve ever offered to our clients. These products will enhance the entire event experience and provide complete mobile access from start to finish,” says David Lawton, Executive Vice President of Sales and Marketing, Convention Data Services.

Mobile RRC (Registration Resource Center)

The CDS Registration Resource Center is now available on a mobile optimized website which gives attendees instant access to their registration record and event information on their smartphone. The website is event-branded and provides registrants the ability to:

- ✓ Maintain contact information.
- ✓ Email themselves a copy of their confirmation and view an eBadge for fast onsite check-in.
- ✓ Access housing information.
- ✓ Use the audience-building social media and invite-a-colleague functionality.

Mobile Inquiry

Event managers can begin building attendance for next year’s event while registrants are onsite and fully engaged with their event.

- ✓ Attendees scan a QR code to access the mobile website and enter their badge ID or basic contact information. QR codes can be displayed on signs, in correspondence and on the event website—anywhere a prospective attendee will visit.
- ✓ Information is used for early notification when registration opens for the next year’s event.
- ✓ Registrants receive a thank you and commitment to be contacted to register for next year’s event.

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Mobile eReports

Mobile eReports gives event managers access to CDS' industry leading event reporting system—X•Press Reports. eReports is ideal for retrieving an event's vital statistics on the go.

- ✓ Access information and get quick updates on the show floor, in a meeting or while traveling.
- ✓ Information is drawn real-time from the event database allowing for accurate numbers, even while onsite registration is still in progress.
- ✓ All active events—past, present and future—have reports available.

LeadApp version 2

This enhanced version of the successful X•Press LeadApp provides a complete lead retrieval solution and turns a smartphone or tablet into a full-featured, state-of-the-art lead retrieval device. Leads are uploaded in real-time to the X•Press Leads website using a Wi-Fi or cell phone connection.

- ✓ Instant and automatic email follow-ups.
- ✓ Ability to schedule follow-up appointments with prospects to turn leads into customers.
- ✓ Identify hot prospects with qualifying questions, customizable surveys and notes.
- ✓ Fully functional offline mode.
- ✓ Complete leads list available on a smartphone and online for remote download.

Tablet Registration

Mobile registration is now available with tablet ready registration pages.

- ✓ Mobile optimized forms work on iPad and Android operating systems.
- ✓ Offers an alternative for attendees and attracts the growing e-commerce tablet market.
- ✓ Use as Line Busters onsite to register attendees anywhere.

For further information on CDS' mobile products, contact: sales@cdsreg.com or 800-548-9299.

Convention Data Services (www.cdsreg.com)

For over two decades, Convention Data Services (CDS) located in Bourne, Massachusetts, has provided state-of-the-art registration, database management, exhibitor lead retrieval services and event marketing to the tradeshow industry, serving the needs of businesses and non-profit associations nationwide. For the 4th consecutive year, the company was recently named to the Inc. 5000 list of fastest-growing private companies in the country.

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