Cloud Conventions Virtual Events Sets New Standards for Content Delivery

Atlanta, GA — August 10, 2020 — Cloud Conventions, a full-featured virtual tradeshow and event technology solution is establishing itself as the new standard for delivering content, audio and video presentations, PDFs, PowerPoint files, blogs, brochures, flip catalogs and live events to virtual audiences around the world. Cloud Conventions has a long history of content delivery to industry networks connecting indirect sellers in channel organizations to suppliers and vendors. At the core of Cloud Conventions is a sophisticated SaaS delivery engine that manages and graphically showcases content to create a powerful digital experience.

"Many virtual event solutions being marketed today started life as webinar registration or webinar delivery platforms, but fall way short in presenting content effectively," said Carolyn Bradfield, founder of Convey Services. "Some just offer links to downloadable PDFs when you click a generic icon. Specialized features within Cloud Conventions allow attendees to view or download content from an exhibitor or sponsor, share it on social media or email it to customers or colleagues. Our exclusive **One-Touch Email Share**™ simplifies the distribution of product or educational material, as well as training and promotions. This ensures the exhibitor achieves a better ROI, increasing leads and ultimately sales."

One-Touch Email Share automatically launches the attendee's email client, such as Outlook or Gmail. The attendee selects one or more recipient email addresses and includes their own message. The email contains a custom generated URL that directs the recipient to a unique landing page that displays only that item's information, video, catalog or other type of content so it can be viewed or downloaded. Attendees can also bookmark content and return to it from their personal dashboard.

"A virtual tradeshow or conference has to offer a content-rich experience to all attendees to keep them engaged," added Bradfield. "Product companies need to showcase new merchandise and catalogs, associations have to deliver continuing education, technology businesses have video demos of their services that will sell their solutions. Cloud Conventions automates content delivery and offers a means for exhibitors, as well as attendees to consume content online and on-demand."

Every feature of content sharing is managed by the exhibitor inside their virtual booth. Access to content can be restricted to viewing online only or allowed to be shared or downloaded. Detailed reporting tracks viewings, including who saw it, for how long and if they downloaded or shared it. Cloud Conventions provides a personalized content experience with customized attendee dashboards, segmented email communication or the ability to restrict access to exhibit booths based on attendee type.

Cloud Conventions is a virtual event SaaS platform from Convey Services. To learn more about the options available for a virtual conference, tradeshow or event, visit the Online Resource Center at www.CloudConventions.com.

About Cloud Conventions

Cloud Conventions is a Virtual Trade Show and Conference Platform from Convey Services that brings new capabilities to a marketplace looking for solutions to replace the thousands of live trade shows, annual conferences and association meetings cancelled in the wake of COVID-19. Originally launched as ConveyLive, Cloud Conventions automates exhibitors and virtual booths, attendee registration, speaker sessions and reminders, invitations and email communication, while at the same time producing detailed analytics on attendee, session and exhibitor activity.

Trade Associations and event managers can explore all of the Cloud Conventions solutions by visiting https://cloudconventions.com or contacting info@cloudconventions.com or call 888-975-1382.

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