

Convey Services Launches Cloud Exhibit Portable Virtual Booths For Tradeshows, Conferences & Events

Atlanta, GA — November 17, 2020 —Convey Services, a SaaS technology company, today expanded its Cloud Conventions platform by launching Cloud Exhibit™, a universal, portable, virtual exhibit environment that improves branding, and enhances attendee experience, when exhibiting or sponsoring any virtual event, regardless of the platform used by the tradeshow or conference. Cloud Exhibit is the digital version of a custom trade show booth that companies can use to showcase their products and services at dozens of different events and conferences, selectively displaying from a collection of formats and assets to match every audience. With Cloud Exhibit you can own a branded, content-rich exhibit environment connecting attendees to a custom experience.

“Today, companies must adapt to virtual booth environments on event platforms that have the philosophy of one size fits all,” said Carolyn Bradfield, CEO of Convey. “As the virtual event trend expands into 2021 and beyond, companies large and small will exhibit at an increasing number of virtual events delivered over a variety of technology platforms. Exhibitors don’t have a say in the platform a trade show chooses, but they can control everything an attendee sees and can engage with. Cloud Exhibit provides a customizable, flexible, virtual booth environment that comes online in days without the time, risk, or expense of development. It maintains a strong corporate identity, provides better control of branding, and has an expanded set of sales tools.”

How Cloud Exhibit Works

Cloud Exhibit is built on Cloud Conventions’ technology platform providing exhibitors with a framework to create a custom branded display that can be linked to any virtual tradeshow. Attendees logged into a virtual event are connected to the Cloud Exhibit platform through hyperlinks or by single sign-on technology transferring the attendee into the Cloud Exhibit platform, creating a data record at the same time. Cloud Exhibit has many of the capabilities of a Cloud Conventions event portal including customization of the home page with graphics and embedded videos or 3D virtual technology. The platform is segmented into catalogs to organize and visually display content, showcase products, or segment individual brands and hold live or on-demand sessions. Every Cloud Exhibit comes with an attendee CRM, built-in email marketing and analytical reports to track engagement.

“Customized, connected, focused and branded, a Cloud Exhibit showcases you in the way you want it to be seen and tracks engagement,” added Bradfield. “We created Cloud Exhibit in response to demand from exhibitors participating in Cloud Conventions-hosted events who are exhibiting at other events in 2021 on platforms that are less robust. Most event platforms do not provide companies with enough messaging control, branding, and a flexible experience to encourage attendee interaction, so having a permanent online environment that is portable only makes sense.”

Cloud Exhibit comes with the technology framework to customize the homepage, organize content, create attendee dashboards, manage data records and relationships in the CRM, deliver virtual sessions and track activity. Cloud Exhibit portals include online training and an administrator help database to answer frequently asked questions. For more information on Cloud Exhibit visit: cloudconventions.com.

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About Cloud Conventions

Cloud Conventions is the Platform for Virtual Events, Conferences, Kick-Off Events & Trade Shows. Cloud Conventions is an automated platform that manages everything needed to execute a flawless virtual event, trade show or conference. Unlike other platforms that are designed primarily for simple webinars or streamed single events, Cloud Conventions creates a rich, interactive environment for attendees, a multi-faceted way to promote vendors and sponsors, and complete management for sessions, speakers, and keynotes. Cloud Conventions manages both a single or multi-day event.

Trade Associations, organizations, 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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