



News Release

Cloud Conventions Announces New Virtual Event Management Platform Capabilities

Atlanta, GA — September 13, 2021 — Cloud Conventions today released a suite of new features and additional capabilities to improve the user experience for virtual or hybrid events, trade shows and association conferences. New features include integration with the BlueJeans by Verizon video conferencing platform, a new unique 2D Virtual Showroom and Virtual Booth display, additional exhibitor engagement capabilities and new session registration and notification options. These new capabilities further enhance Cloud Conventions' position as one of the premier enterprise virtual/hybrid event management platforms that is redefining the exhibitor and attendee experience.

“As we learn more about what drives attendee and exhibitor engagement, those insights direct us to add features and capabilities to address and improve the attendee and exhibitor experience,” said Carolyn Bradfield, CEO of Cloud Conventions. “The 2D Virtual Showroom and Exhibit Booth customizes the look and feel of the exhibit hall and offers a more engaging experience. It serves as a central navigation point using a unique image with embedded links, graphics and videos overlaid. We integrated with BlueJeans by Verizon to offer a conferencing platform that delivers high resolution video and Dolby-quality sound while allowing the participant to enter any session or keynote without leaving the platform. We also can cap registration on any session, creating a wait list and automatic notifications when the attendee has been cleared to attend.”

The 2D Virtual Showroom and Exhibit Booth provides a self-managed, totally customized experience by adding a library of unique exhibit hall or virtual booth images and then overlaying them with interactive zones that link to embedded videos, navigational buttons, images, badge scan and message icons that link to other locations on the platform. Virtual showrooms can appear on the event site homepage or attendee dashboard to direct the user through the event experience or can become the main virtual exhibit hall. 2D virtual booths can be added to templates providing silver, gold and platinum exhibitors each with a distinctive booth experience based on sponsorship levels.

BlueJeans by Verizon has a unique iFrame capability that allows attendees to connect automatically to live or keynote sessions from any location on the Cloud Conventions' platform. Their attendee information is automatically transferred to BlueJeans, and their activity is recorded and delivered back to Cloud Conventions' event reports. BlueJeans offers the industry's highest fidelity audio and video performance, as well as suite of comprehensive security features. It can host live events with up to 50,000 attendees and 150 presenters worldwide. BlueJeans streams to Facebook Live for larger audiences to view the session as it happens.



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About Cloud Conventions

Cloud Conventions from Convey Services is an enterprise virtual/hybrid event management platform that redefines the exhibitor and attendee experience to allow companies to provide easy access to in-depth product information, showcase their brands with graphics and videos, create calls to action and generate immediate sales leads. Used around the world for large managed events and smaller self-directed meetings, conferences and corporate kickoffs, Cloud Conventions automates exhibitors and virtual booths, continuing education, speaker sessions and reminders, invitations and email communication, while at the same time producing detailed analytics on attendee, session and exhibitor activity.

Cloud Conventions supports multiple languages and currencies, internal, external and single-sign on registration, and supports all conferencing carriers and platforms. 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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