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CONVENTION DATA SERVICES LAUNCHES TEXT MESSAGING PROGRAM FOR EVENTS

(Bourne, MA – December 2009). Convention Data Services (CDS) is launching a text messaging program to provide instant communication between show management and their attendees and exhibitors. Beginning with shows in 2010, CDS will offer clients GuestAssist's Conversations and Community Alerts. These tools use the power of attendees' mobile devices to deliver up-to-the-minute information and bring customer service to new heights by providing live responses to onsite inquiries.

“With 85% of consumers carrying mobile phones, this is a remarkable tool for show management to enhance the show experience for their attendees and exhibitors,” says David Lawton, Vice President of Sales and Marketing, Convention Data Services.

Currently, CDS is providing two text messaging components created by GuestAssist:

- Conversations — a live, interactive service that allows attendees to text questions to the event management team and receive immediate feedback. Event representatives respond to text messages using a web-based interface that tracks, categorizes and archives all text messages from the event.
- Community Alerts — provides text message updates throughout the event directed to specific groups defined by show management; including attendees, exhibitors, staff, vendors and more. Real-time alerts, announcements, changes in schedules and locations, updates and notifications can be sent to targeted groups to inform them of relevant information. Attendees must opt-in to receive alerts.

All attendee information is kept private, and message correspondence is managed from a password-protected website.

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**CONVENTION DATA SERVICES LAUNCHES TEXT MESSAGING
COMMUNICATION TOOL FOR SHOW ATTENDEES**

Pg/2

GuestAssist President Jeremy Konko believes the partnership with CDS was a natural fit. “Convention Data Services is a proven leader in this industry and it’s an honor to be included in their client offerings,” said Konko. “The GuestAssist Conference suite of communications tools provides a perfect extension of the quality services that CDS provides. Together we can enhance the way show management and exhibitors interact with attendees.”

About CDS

For over two decades, Convention Data Services has been providing state-of-the-art registration, database management, exhibitor lead retrieval services and event marketing to the trade show industry, serving the needs of businesses and non-profit associations nationwide. For the 2nd year in a row, the company was recently named to the Inc 5000 list of fastest-growing private companies in the country.

About GuestAssist

GuestAssist is a unit of Houston-based Qtags LLC. GuestAssist is an enterprise feedback management platform that gives show attendees easy access to information from show managers and exhibitors and gives show managers a vehicle to engage them. It is text and web-based and allows event managers to “talk” to their attendees via text messages, using their own mobile phones.

A Qtags LLC

Qtags LLC designs and provides mobility solutions that engage customers, call them to action and help them remember the message. Qtags offers program solutions to stadiums, arenas, conference centers, government agencies and corporations throughout the United States, Canada and the Caribbean.

For further information regarding Convention Data Services and the GuestAssist text messaging application, contact Nate Knight, nknight@cdsreg.com, 508.247.7250 or visit the company’s website: www.cdsreg.com. To learn more about GuestAssist: www.guestassist.net.

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