



**FOR IMMEDIATE RELEASE**

**ASP and Convention Data Services Team Up to Offer Seamless Web Service**

Las Vegas, NV (April 2010). ASP Inc, technology providers of award-winning content management software for event websites, today announced an alliance with Convention Data Services (CDS), one of the leading providers of registration, exhibitor lead retrieval services and event marketing to the trade show industry in North America.

The collaboration means that CDS clients will have the ability to have their registration page seamlessly incorporated into the overall event website, making for a smoother user experience for the registrant. Additionally, clients will have access to website best practices and marketing strategies derived from ASP's 13 years experience across the globe.

Steve Mackenzie, ASP's Vice-President of Global Sales said "Being CDS' preferred website partner is an exciting proposition. CDS is one of the most visionary companies in the event registration and marketing services market in North America. It is therefore a logical partnership with the result being a superior registration, database management and event website solution for our mutual clients, all totally integrated and singularly branded."

David Lawton, Vice President, Sales and Marketing at CDS said, "We want to expand our product offerings and provide our clients with products that complement the registration systems we provide. ASP's website design and content management software is innovative and robust, but also easy to use. Our clients want a seamless experience from their initial marketing campaigns through to the registration. This collaboration allows for a fluid process".

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**ABOUT ASP Inc – [www.aspevents.com](http://www.aspevents.com)**

*ASP designs and develops award-winning websites for event organizers through a content management system, giving its clients full control over their online presence and marketing. ASP also provides excellent client services - offering advice and best practice guidance on all aspects of online marketing and event campaigns. ASP is based in Las Vegas, London and Sydney.*

**ABOUT Convention Data Services – [www.cdsreg.com](http://www.cdsreg.com)**

*For over two decades, Convention Data Services (CDS) has provided 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 named to the Inc 5000 list of fastest-growing private companies in the country.*