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**National Association of Broadcasters to offer Intelligent Radio Frequency Identification (RFID)
Based Exhibitor Traffic Analysis at the 2011 NAB Show**

Austin, TX and Bourne, MA (February 9, 2011)— Convention Data Services (CDS) and Alliance Tech have partnered together with the National Association of Broadcasters (NAB) to offer booth traffic reporting and lead potential analysis for exhibitors at the 2011 NAB Show to be held April 9-14, 2011 in Las Vegas (Exhibits: April 11-14).

“NAB is excited to be incorporating RFID technology with lead data at this year’s convention. It will provide us with an opportunity to better understand the needs and preferences of our attendees, and will offer our exhibitors the ability to increase the value of their participation in our event,” said Chris Brown, Executive Vice President of Conventions and Business Operations at NAB.

Alliance Tech's Intelligent EXHIBITOR solution and CDS' XPress Lead Retrieval offering provides exhibitors with the ability to increase their return on investment and revenue opportunities by providing them with the ability to capture booth visitor traffic real-time, and further qualify additional leads. Combining RFID analysis and lead retrieval technologies will supply 2011 NAB Show exhibitors with the ability to understand attendee interests and product preferences, as well as gain insight into booth performance and lead potential. The initial offering will allow exhibitors to capture visitors and traffic pattern data by meaningful demographics such as job function, geography and organization.

"With this innovative solution, exhibitors are able to increase their return on investment by gaining valuable insight otherwise unattainable. Our reporting engine provides exhibitors the ability to analyze visitor traffic in booths with product area drilldowns to derive a more accurate score of a visitor’s buying potential,” said Art Borrego, CEO, Alliance Tech.

NAB exhibitors interested in learning more about this RFID offering can contact Patrick Stevenson at 512.450.5303 or via email at pstevenson@alliancetech.com. For information on Lead Retrieval, please contact Steve Barove at 800.746.9734 ext. 1112 or via email at SBarove@cdsreg.com.

About the 2011 NAB Show

The NAB Show, held annually in Las Vegas, is the world's largest electronic media show covering filmed entertainment and the development, management and delivery of content across all mediums. With nearly 90,000 attendees from 151 countries and more than 1,500 exhibitors, the NAB Show is the ultimate marketplace for digital media and entertainment. From creation to consumption, across multiple platforms and countless nationalities, the NAB Show is home to the solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways. Complete details are available at www.nabshow.com.

About NAB

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.

About Convention Data Services

For over two decades, Convention Data Services (CDS) 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 3rd year in a row, the company was named to the Inc. 5000 list of fastest-growing private companies in the country. To learn more about CDS, please visit www.cdsreg.com.



About Alliance Tech

Alliance Tech is an event technology solutions provider focused on marketing metrics for tradeshows, conferences and events. The company was the first to offer an Intelligent Radio Frequency Identification (RFID) solution to track attendee interests and preferences at conferences. Alliance Tech has extensive experience in successfully delivering event solutions for RFID, Mobile, and Social Media. To learn more about the Alliance Tech offerings, please visit www.alliancetech.com.

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