

## **FOR IMMEDIATE RELEASE**

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### **CS enters into an agreement with BCD Meetings & Incentives to provide RFID Attendance Management services at the 2009 Goodyear Tire Dealers Conference**

Germantown, MD – January 9, 2009 -- Convention Strategy, a leading provider of Registration, Lead Retrieval and Attendance Tracking solutions to the conference and exposition industries, is pleased to announce BCD Meetings & Incentives as a new client . Convention Strategy will provide Registration support and long range RFID Attendance Tracking services at the 2009 Goodyear Tire Dealers Conference being held from January 31, 2009 to February 4, 2009, at the Gaylord National Hotel & Convention Center in National Harbor, MD.

Convention Strategy's RFID Attendee Management system will be seamless for 2009 attendees. The automatic identification method provides a high level of accuracy and security over traditional barcode systems and will ensure show management will received accurate attendance reports within educational sessions, exhibit hall and receptions. Each attendee will have a radio frequency identification (RFID) tag within their badge holder that will allow BCD to track participant attendance non-obtrusively.

"We are thrilled to be providing this solution for BCD," said Robert Davis, Director. "The CS team is excited for the opportunity to implement RFID Attendance Management to automate session and exhibit hall attendance tracking at the annual Goodyear event."

#### **About BCD Meetings & Incentives**

BCD Meetings & Incentives (BCD M&I) was founded on July 1, 2006, bringing together three legacy companies: WorldTravel Meetings & Incentives, Talking Point and TQ3 Events. These world-class organizations have enjoyed a long history, with roots tracing back to the late 1980's, in managing meetings, incentives, events and live show production for customers across the globe. BCD M&I operates in nearly 30 countries across the Americas, Europe/Middle East/Africa (EMEA) and Asia Pacific (APAC). Our global headquarters are based in Chicago, with regional hubs in Mexico City, London, Brussels and Singapore.

#### **About Convention Strategy**

Convention Strategy has more than 15 years of experience in event marketing and production, and is dedicated to providing targeted and industry leading technologies for meetings and events. Convention Strategy is a leading provider of Registration, Lead Retrieval, Session Tracking and other technology solutions to the meetings and events industries.

For additional information, visit [www.conventionstrategy.com](http://www.conventionstrategy.com) or call (301) 656-7521.

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