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CS announce a new client relationship with the Construction Financial Management Association to offer RFID Session Tracking and Lead Retrieval services

Germantown, MD – February 24, 2009 -- Convention Strategy, a leading provider of Registration, Lead Retrieval and Attendance Tracking solutions to the conference and exposition industries, is pleased to announce a new client relationship with the Construction Financial Management Association (CFMA). Convention Strategy will provide Registration support, RFID Lead Retrieval and Near Field RFID Session Tracking services at the 2009 Annual Conference and Exhibition, May 16-20, 2009 in Las Vegas, Nevada.

For more than two decades, professionals across the country have respected CFMA's Annual Conference & Exhibition as a premier source of information concerning all aspects of construction financial management. Each spring, CFMA's Annual Conference & Exhibition draws more than a 1,000 construction and financial professionals interested in more than 50 Sessions, 39.5 CPEs and over 80 exhibitors

"We are thrilled to support CFMA's Annual Conference by providing our RFID attendance and lead tracking solutions," said Robert Davis. "The CS team is excited to add CFMA to our growing number of events for which we provide this valuable service."

About Construction Financial Management Association

The Construction Financial Management Association is "The Source & Resource for Construction Financial Professionals" and the only nonprofit organization dedicated to serving the construction financial professional. Established in 1981, CFMA's General Members represent all types of contractors – including generals and subs – as well as developers, construction managers, architects, engineers, principals, and material and equipment suppliers. Associate Members include the accounting, insurance, surety, software, legal, and banking specialists who serve the construction industry.

About Convention Strategy

Convention Strategy is a leading provider of Registration, Lead Retrieval, Session Tracking and other technology solutions to the meetings and events industries. 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.

For additional information, visit www.conventionstrategy.com or call (301) 656-7521.

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