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CS continues to support Blue Cross and Blue Shield Association with Near Field RFID Attendance Management services for CME/CPE credit tracking

Germantown, MD – February 26, 2009 -- Convention Strategy, a leading provider of Registration, Lead Retrieval and Attendance Tracking solutions to the conference and exposition industries, is pleased to announce the continued use of Convention Strategy's RFID Attendance Management services at the 2009 Spring Distinctively Blue and Focus on Providers Conference being held in Chicago, IL from April 22-24, 2009.

The Spring Distinctively Blue Conference is an excellent opportunity for you to meet key decision-makers and make important contacts in the Blues. By exhibiting, you can provide our attendees with an opportunity to preview your company's product and services. The participants will consist of Blue Cross and Blue Shield medical directors, pharmacy directors, clinical pharmacists, quality improvement professionals and other staff integral to a Blue Plan's medical and pharmacy management.

"We are thrilled to continue to provide this great solution to Blue Cross and Blue Shield," said Scott Ripkin, Directory of Technology. "The CS team is excited for the opportunity to advance and implement Near Field RFID attendee management to automate session tracking at events like this."

Convention Strategy's RFID Attendance 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 ensures attendees get the correct credits. Each attendee will have a radio frequency identification (RFID) tag in their badge holder that will allow BCBS to track participant attendance in the continuing education classes. As attendees walk into classrooms, CS Near Field SmartTouch equipment will record individual course attendance by each attendee touching their badges to the SmartTouch.

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 or call (301) 656-7521.

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