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Convention Strategy, Inc is pleased to announce the completed merger with BlueSkyz, Inc forming Convention Strategy Group, LLC

Germantown, MD – March 1, 2011 --Convention Strategy, Inc., is pleased to announce the completed merger with BlueSkyz, Inc. The combined powers of both entities have formed Convention Strategy Group, LLC and will be marketed and branded as Convention Strategy.

Convention Strategy, Inc began its professional services within the meetings industry in 2003. The firm was founded with over 20 years experience within the event production community and that experience has led to continued growth the past few years. First and foremost we would like to thank our valuable clients to thank for the primary growth that has stemmed from referrals. The growth of our product offering has grown as a direct result of our client's need for more effective attendance tracking measures.

Our exhibitor and attendance tracking solutions have evolved over the past 7 years, and as a result we decided to pursue an online registration vendor to enhance these services. We realized offering a complete end-to-end package from online registration and housing reservations to post-show attendance auditing was needed. After 24 months of extensive research and evaluation we decided to merge with BlueSkyz, Inc, a premier vendor of integrated online registration and housing tools for the meetings and convention industry. BlueSkyz exceeded our hopes for a firm that we can combine with and continue the tradition for excellent customer service, expertise and continued technological expansion.

Convention Strategy Group looks forward to introducing some of our new partners and colleagues. We thank our clients again for allowing Convention Strategy the opportunity to provide our products, services and for loyalty throughout our growth.

BlueSkyz, Inc

With over 35 years experience in the industry, the BlueSkyz Team is focused on developing solutions that use modern technology and systems to help save man hour expenditure, while helping achieve a greater turn out of attendees and return on investment, at events. With that mission in mind, we designed the BlueSkyz event management system to meet the needs of our clients, not what the industry thought the needs of our clients were. This approach enabled us to build a comprehensive solution that is both easy-to-use for event managers and attendees. Event managers can pick and choose to use the parts of the system that fit their needs, while being able to customize the attendee interface.

About Convention Strategy, Inc

Convention Strategy is guided by a management team with over 20 years experience in event management. The company is an innovative provider of measurement metric tools for meetings, conferences and events. Convention Strategy specializes in delivering integrated onsite registration, lead retrieval, attendance management and other event technology solutions to a wide range of clients.

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

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