

FOR IMMEDIATE RELEASE

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CS partners with The Associated General Contractors of America to offer RFID Attendance Tracking and Post-Show Reporting

Germantown, MD – September 17, 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 partnership with the Associated General Contractors of America (AGC). Convention Strategy will provide Registration support and Near Field RFID Attendance Tracking services at the 13th Annual Construction Financial Management Conference, October 21-24, 2009 in Las Vegas, Nevada.

The Annual Conference is jointly sponsored by AGC and CFMA, the 13th Annual AGC/CFMA Conference was developed in response to a need for programs and workshops designed specifically for financial professionals in the construction industry.

"We are excited to support CFMA's Annual Conference by providing our RFID attendance tracking solutions," said Scott Ripkin. "The CS production team is excited to add AGC to our growing number of clients for which we provide this specialized service."

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 ensures attendees get the correct credits. Each attendee will have a radio frequency identification (RFID) tag in their badge holder that will allow AGC 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 RFID SmartTouch units.

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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