

## **FOR IMMEDIATE RELEASE**

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### **CS enters into an agreement for registration, lead retrieval and RFID session tracking services with Florida Podiatric Medical Association**

Germantown, MD -- December 15, 2008 -- Convention Strategy, a leading provider of Registration, Lead Retrieval and Attendance Tracking solutions to the conference and exposition industries, is pleased to announce the Florida Podiatric Medical Association (FPMA) as a new client. Convention Strategy will provide On-site Registration support, RFID Lead Retrieval and Near Field RFID Session Tracking services at the 2009 Science & Management Symposium (SAM09) being held in Orlando, Florida January 14-18, 2009.

The mission of FPMA is to promote the benefits of scientific advancement in the treatment, prevention and alleviation of podiatric ailments and to enhance the knowledge of all persons with regard to the profession by and through the presentation of educational seminars at SAM09. FPMA is approved by the Council on Podiatric Medical Education and the Florida Board of Podiatric Medicine as a sponsor of continuing education in podiatric medicine. This program has been approved by the American Professional Wound Care Association (APWCA) Scientific Committee for 3.5 CME/CE/Contact hours in wound care. This can be applied toward educational contact hours in wound care required by APWCA for members to maintain Active Status.

"We are thrilled to be providing this solution to FPMA," said Robert Davis, President. "The CS team is excited for the opportunity to implement Near Field RFID attendee management to automate session tracking and provide lead retrieval services at the SAM09 event."

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 FPMA 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](http://www.conventionstrategy.com) or call (301) 656-7521.

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