



News Release

Cloud Conventions Unveils 360 Degree Virtual Experience Enhanced Visual Customization for the Virtual Tradeshow, Conference and Events

Atlanta, GA — August 5, 2020 — Cloud Conventions, a full featured virtual tradeshow and event technology solution today unveiled its new 360° Virtual Exhibit Hall & Lobby Experience™ for exhibitions, conferences or association events. The 360° Virtual Exhibit Hall & Lobby is an option that allows an attendee to dynamically move through a panoramic view of the exhibition hall with custom graphics linked to exhibit and sponsor booths, the auditorium for speaker and keynote sessions, agendas and social events. The 360° Virtual Exhibit Hall provides the event host with greater opportunities to promote sponsors and exhibitors and can be updated daily to reflect the changing face of any event.

“Many show operators want to simulate the experience attendees would have in a live tradeshow or conference by creating movement as the attendee explores the event,” said Carolyn Bradfield, founder of Convey. “If attendees can navigate to exhibit booths, speaker presentations and show specials, with just a mouse, they are more engaged and connected to the virtual event experience. The new 360° Virtual Exhibit Hall & Lobby expands revenue opportunities for show organizers by adding new sponsorship packages that offer a variety of unique advertising placements.”

The 360° Virtual Exhibit Hall & Lobby is an enhanced interactive marketing tool that can be customized to fit the theme, location, market and scope of any event. A selection of panoramic backgrounds range from hotel lobbies and exhibit halls to exteriors with mountains and seascapes. Unique visual elements are added to the scene so the viewer can navigate through the event.

“Your Cloud Conventions event manager will consult with you to establish a graphic theme, define visual elements and links to include in your virtual exhibit hall or lobby,” added Bradfield. “Cloud Conventions is engineered to be self-serve with expanded training and support elements built in. No technical skills or coding are necessary to manage the platform or the event. The 360° virtual experience is one of the few enhanced features that requires design help from our event team.”

For more ideas on how to make a virtual event both informative and engaging, visit the Online Resource Center at www.CloudConventions.com.

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About Cloud Conventions

Cloud Conventions is a Virtual Trade Show and Conference Platform from Convey Services that brings new capabilities to a marketplace looking for solutions to replace the thousands of live trade shows, annual conferences and association meetings cancelled in the wake of COVID-19. Originally launched as ConveyLive, Cloud Conventions automates exhibitors and virtual booths, attendee registration, speaker sessions and reminders, invitations and email communication, while at the same time producing detailed analytics on attendee, session and exhibitor activity.

Trade Associations and event managers can explore all of the Cloud Conventions solutions by visiting <https://cloudconventions.com> or contacting info@cloudconventions.com or call 888-975-1382.

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