



# News Release

## Daniel Gaston Promoted to Vice President at Cloud Conventions/Convey Services Gaston to Lead Business Development for Virtual Tradeshows, Conferences & Events

**Atlanta, GA — August 13, 2020** — Convey Services, parent company of Cloud Conventions a full featured virtual event technology solution today announced the promotion of Daniel Gaston to Vice President of Business Development. Gaston is chartered with developing and expanding the marketplace for virtual events, creating both a direct and channel focus to offer capabilities to event managers, associations, nonprofits, tradeshow operators and channel resellers.

“Danny joined Convey five years ago and has been pivotal in growing the marketplace for Convey’s channel program for master agencies and suppliers, as well as for InterAct LifeLine’s addiction and recovery platform,” said Carolyn Bradfield founder of Convey. “Now that Convey has expanded its Cloud Conventions technology to address the explosive need for virtual conferences, tradeshows and events, Danny will drive the effort to grow revenue and expand the customer base for fully managed or self-managed virtual and hybrid events.”

Prior to COVID, the marketplace for live expositions globally exceeded 33,000 with \$50 billion in revenue annually. Although thousands of live events cancelled in 2020 and should begin to return in 2021, the demand for a virtual solution will continue to strengthen as event operators offer virtual-only or hybrid event options. Cloud Conventions automates every aspect of delivering a virtual event from attendee onboarding to exhibit booths, creating a content-rich environment with enhanced views of marketing materials, educational classes and product resources. The platform analyzes every attendee interaction and delivers detailed reports to the event host and their exhibitors.

“Danny brings a unique skill set in being able to strategically understand how to address an emerging market, combined with the tactics needed to generate an appropriate sales process,” added Bradfield. “He has been integral in every aspect of our development of Cloud Conventions from product design, to creating processes for managing an event, to offering strategic support to clients that are creating their first virtual experience. He has identified market segments with the greatest need and a process to address them effectively.”

Gaston graduated from Kennesaw State University summa cum laude with a degree in Applied Science, Industrial and Organizational Psychology.

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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.

Organizations can explore the Cloud Conventions solutions and software licensing by visiting <https://cloudconventions.com>, contacting [info@cloudconventions.com](mailto:info@cloudconventions.com) or calling 888-975-1382.

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