

Media Contacts: Ascend Integrated Media Kate Crockett kcrockett@ascendintegratedmedia.com

Ascend Integrated Media Partners with Convention News Television To Provide Daily Video News Opportunities to Clients

Overland Park, KS (January 7, 2011) – Ascend Integrated Media LLC, and its operating brand Ascend Media, announce that it will partner with Orlando based Convention News Television (CNTV) to provide both video news and exhibitor sponsorship opportunities to event and convention clients.

Convention News Television produces attendance-building promotional videos and daily news programs on-site during events. The videos are immediately posted on the client website, emailed to the client database, shown in the convention hotels and posted on social media networks. This provides the opportunity for clients of Ascend Integrated Media to communicate in a whole new way with their attendees and membership whether they are at the event or not. By serving in the additional role of advertising sales representative, Ascend can use its staff of 11 inside media sales specialists to interface with new clients and organizations in a way that builds revenue for both companies.

Cam Bishop, CEO Ascend Integrated Media explained the company's choice to partner by saying "We chose to develop this partnership with CNTV because we were impressed with the expertise of their team, the quality of their product, their rigorous processes and their drive to help associations and events communicate to their members with journalistic integrity. We are extremely excited with the potential of this new partnership. This is a natural product line extension for Ascend that will serve to compliment the work we create for our clients in print, on the Internet and in mobile environments. The synergy is compelling in that the video news program will be able to be housed and accessed not only on the clients' websites but on the event sites that we create, as well as on the mobile app."

The opportunities were just as compelling from the vantage point of CNTV. "Our partnership will offer show managers the strongest one-stop communications service in the convention and trade show industry," said Bill Peeper, Vice President of Sales and Marketing of CNTV. "We are proud to be associated with the industry leader in this field as demonstrated by their realization that online video is becoming a fundamental communication tool of the industry. We know their high standards of customer service are equal to ours and that our partnership will only benefit show managers seeking the best in quality and innovative communication services."

Both companies look forward to the additional exposure and revenue generated by such a lucrative partnership.

About Ascend Integrated Media - [Ascend Integrated Media](#), LLC and its operating brand Ascend Media, is a custom media company, established in 1982 in Overland Park, Kansas. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. Ascend's suite of fully integrated products and services includes print and digital magazines, newspapers, newsletters, membership directories, product buyers' guides, exhibit guides and maps, hotel door drop services, healthcare study guides, patient care information, event-related websites, smartphone and client-specific hand-held device application development, as well as social media account management and targeted text and text couponing services.

About Convention News Television – [Convention News Television](#) was founded in 2007 by a team of former news professionals who saw a need for video content in the convention industry. CNTV provides unique coverage for the meetings industry. The company employs only experienced television journalists who produce daily news programs from the convention or trade show in a matter of hours. The programs are immediately posted on the client's event website, emailed to the client's database and can be shown in the convention hotels, shuttle busses and posted on social media networks. The videos inform the attendees and non attendees while encouraging others to attend future events. The programs also create revenue generating sponsorship opportunities.