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**FOR IMMEDIATE RELEASE**

**MARITZ ACQUIRES CONVENTION DATA SERVICES (CDS) FROM FREEMAN**

ST. LOUIS (July 8, 2024) – Maritz, a leader in meetings and event management, acquired Convention Data Services (CDS), a registration, on-site and lead services partner for top trade shows and association events on July 1 from Freeman.

This move brings together two organizations with a long history and shared commitment to the events industry. Maritz now serves a significant percentage of top TSE Gold trade shows in the U.S.

“By adding this new portfolio of clients from CDS, Maritz significantly increases our share of the market and positions us well for the future,” said David Peckinpaugh, President and CEO of Maritz. “This acquisition exemplifies our commitment to supporting association and trade show events through this era of shifting attendee expectations and behaviors.”

Over the last 15 years, Maritz has continued to strengthen its commitment to the events industry, starting with the acquisition of Experient. With the addition of CDS to its portfolio, Maritz will bring expanded talent and services to help further accelerate innovation and bring new products to market.

Maritz has advised clients they will not see any immediate changes as the company begins the integration process and can expect to receive the same exceptional service from their team.

“The industry will continue to receive the outstanding experience they’ve come to expect from both organizations,” said Darren Phalen, President of CDS. “We’re excited to share more about how our combined expertise will benefit association and trade show organizers. With so much talent in one organization, we will lead industry innovation to help solve some of the biggest challenges facing the events industry.”

“We are confident Maritz is the right home for CDS and its talented team,” said Paul Fletcher, Freeman’s Chief Operating Officer, Audio Visual & Event Technology. “Freeman remains focused on delivering unforgettable experiences to ensure we are best positioned to drive meaningful and impactful events for organizers, exhibitors and attendees.”

Maritz and Freeman are privately owned companies. Terms of the transaction were not disclosed.

To learn more about CDS, visit <https://www.cdsreg.com/>. To learn more about how Maritz serves the association and trade show industry, visit <https://www.maritz.com/association-events>.

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### About Maritz

Maritz is a 130-year-old leader in business and human performance. Utilizing deep knowledge of behavioral science, combined with data insights and analytics, the Maritz portfolio of businesses increases customer loyalty, employee experience and sales performance through a variety of services and software solutions, encompassing incentives, rewards, experience design, creative strategy, incentive travel, meetings and events for channel partners, association, trade show and Fortune 500 clients.

### About Convention Data Services

Convention Data Services (CDS) is the trusted event registration, business intelligence and lead management partner servicing top show organizers worldwide. Headquartered in Bourne, MA, CDS has been providing customized applications and support services for more than 35 years.

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