a2z Streamlines & Expedites Sponsorship Sales for American Academy of Neurology

Sponsorships goals surpassed mid-way through show cycle

$2.8 million in sponsorships sold within first 1.5 hours

AMERICAN ACADEMY OF NEUROLOGY®

The American Academy of Neurology (AAN) Annual Meeting attracts 12,000 physicians, business administrators, and advanced practice providers. It also draws the attention of big-name sponsors—pharmaceutical companies, medical device manufacturers, and volunteer health organizations, for example—looking to engage in a dialogue with attendees. In the past, the sponsorship sales process was unwieldy and time-consuming. **a2z's online sponsorship sales solution brought AAN's Annual Meeting and three other events into the 21st century, resulting in radically faster and better sponsorship sales**.

Before a2z, a Slow Sales Process

Before AAN added the sponsorship sales module into its mix of the features provided by a2z, processing a sale involved delivering a printed prospectus with order forms to the sponsors. Each sponsor would return the completed form to the event management team, which would then manage the order, produce an invoice, and process the payment using several different systems, including email and CRM. Besides being cumbersome for the sponsor and event managers, the manual process didn't provide visibility into the available inventory of sponsorships or immediate confirmation of specific purchases, which slowed down the sales process.

The Move To Digital

To streamline and expedite the sponsorship sales process, AAN activated the sponsorship sales module on the same a2z platform that the exhibits team was using. They kicked off sponsorship sales on a specific day and time, creating a sense of urgency and some friendly competition. In the new system, sponsors were able to log in, place sponsorship opportunities into a shopping cart, sign a contract, and pay using one simple online form. The module immediately followed up with a confirmation and receipt via email. Sponsors were able to complete the process, which used to require multiple manual steps for show management, entirely on their own.

"a2z really transformed an antiquated system, which pushed paper back and forth between sponsors and our team, into an event within an event that delivered sales of $2.8 million in sponsorships within the first hour and a half."

- Erin Harris,
American Academy of Neurology

LEARN MORE OR SCHEDULE A DEMO:

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More Sales, Much Faster

a2z's sponsorship sales solution transformed the way AAN sold sponsorships. Besides delivering Payment Card Industry (PCI) compliance, the new module reduced order processing time, expedited invoicing (no more weekly meetings to discuss invoicing and late payments), and increased cash flow. Before a2z in 2015, it took AAN four weeks to sell $2.8 million in sponsorships. With a2z in 2016, the team sold $2.8 million of the total $4.3 million in revenue in the first hour and a half. Ahead of the 2017 event, the association has already sold 114 percent of the 2016 goal with items still being sold daily. "Having this system in place allows us to spend more time on creating new and innovative sponsorships and connecting with our sponsors, " says Erin Harris, Specialist, Industry Sales at AAN.

A Deeper Dive Into Features

AAN is looking to expand its use of the sponsorship sales solution features. "The more we learn about the system and the more we identify gaps in revenue streams for ourselves, the more we can determine how best to use the solution going forward," Harris explains. In addition to the sponsorship sales solution, AAN also uses a2z's exposition marketing and management; exhibit contract management, and financial management modules on a single, integrated platform. That makes it easier for AAN to be creative. "Every time we've gone to our a2z team with an idea or a challenge, they've made it so easy to customize the platform or use it in a way that makes our event that much better," she adds.
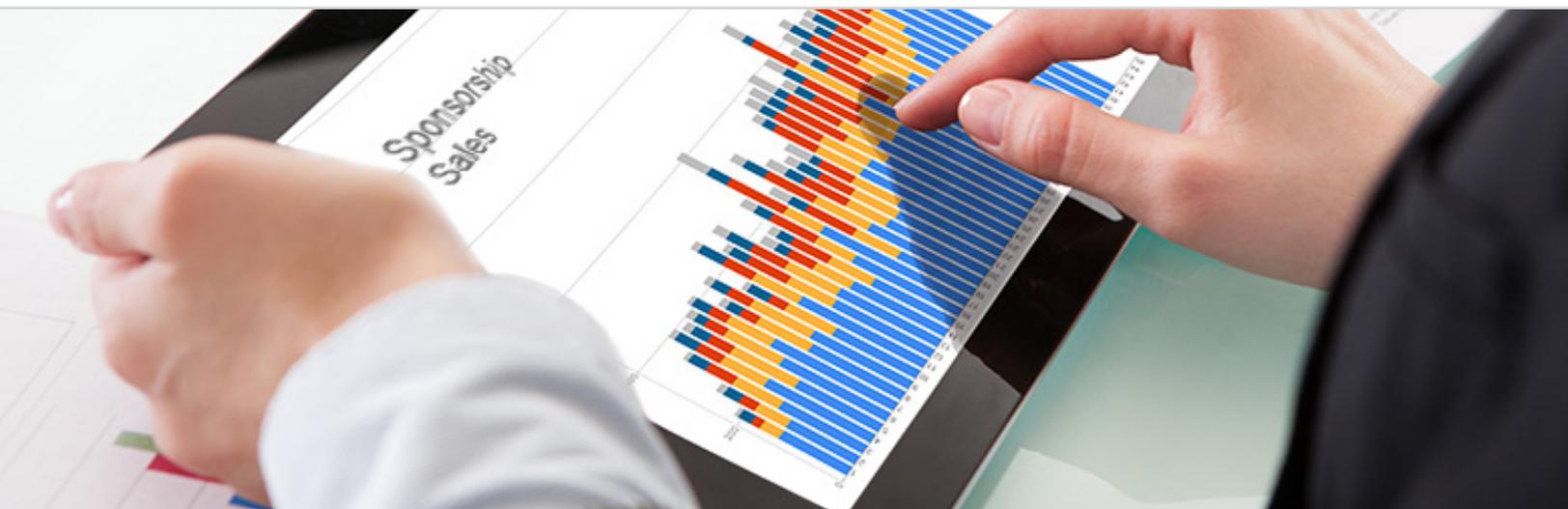
Online Sponsorship Sales Management (OSS)

OSS is a powerful yet easy-to-use, tool to configure, bundle and sell all of your sponsorships online. With this great addition to the a2z suite of sales automation tools, sponsors can review available items and purchase them using a secure ecommerce portal. The set-up and inventory control is intuitive for Show Managers. Configurable reports allow you to easily monitor and manage the process.

- ✓ Make it easy for your sponsors to buy sponsorships from you using a secure self-serve portal that is available 24/7/365 on any device of their choice.
- ✓ Expedite and increase sponsorship sales, and sell much sooner in show cycles
- ✓ Accelerate cash flow by 60 to 90 days with easy invoicing and secure e-commerce portal.
- ✓ Save 25 to 100 hours in preparing financial reports and reconciliations.

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AMERICAN ACADEMY OF NEUROLOGY | **a2zShow**
POWERED BY a2z

EXPEDITED REVENUE

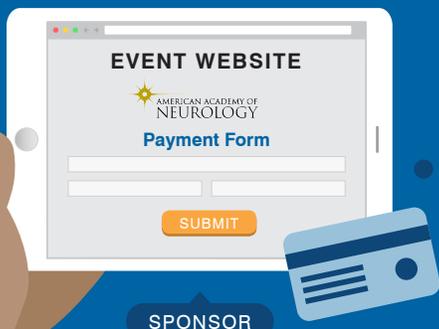# $2.8M
in sponsorships sold
within the first 1.5 hours

SALES EXCEEDED GOAL

114%
growth in sales over previous year,
mid-way through show cycle

STREAMLINED AND SPEEDIER PROCESSES

SHOW MANAGEMENT

EVENT WEBSITE

AMERICAN ACADEMY OF NEUROLOGY

Payment Form

SUBMIT

SPONSOR

Sponsors purchased opportunities
on PCI-compliant event website,
powered by a2z.

Real-time

Show management eliminated
weekly meetings to discuss
invoicing and late payments

GLOBAL ADMIN