



**“We switched to a2z because we needed more flexibility than what our current expo software could provide.”**

- Jennifer Ingalls, Trade Show Manager  
Professional Beauty Association”

**INDUSTRY:**

Association

**SIZE:**

19,822 sq. m.  
672 Exhibitors  
25,000 Attendees

**CHALLENGE:**

Professional Beauty Association teamed up with international partners for one of their largest shows and needed more flexibility with their software. Communicating simple changes and updates overseas was time consuming and inefficient. By the second year, show management determined they needed a better solution. a2zShowEZ was selected for a trial run.

**SOLUTION:**

It did not take long before the a2z software was confirmed as the best answer. The advantages were obvious: ease of use, real time floor updates, and remote access were just a few of the new features that the staff appreciated.

**BENEFITS:**

- Data Management - Easy import and organization of the data enables the show staff to view and manipulate the information according to tradeshow requirements.
- General Service Contractor access to updates - By permitting access to the floor plan with a unique login ID, the decorator is able to download floor updates whenever needed.
- Sales Force Collaboration - With half the sales force in the US and the other half in Europe, Professional Beauty Association needed a solution that not only processed real time updates from different countries on different time zones, but could track the changes. a2zShowEZ allows the entire sales team to work with one tool.
- Meters Not Feet - Booth space is managed in meters, not feet. Previous software could not easily resize the booth by one meter increments without redrawing the entire booth. The ability to make these incremental changes without revising the floor is a significant improvement in the oversight of the show floor.
- Reports - Not only will executive management be able to track and view results from year to year, but also across different shows.
- Onsite Booth Sales - As a result of the real time floor updates, show management is seeking to utilize a2zShowEZ for booth sales at the show.
- Financials - a2z solved the discontinuity with past financial reports by using automated processes that streamlined and integrated all aspects of the financials.
- Surprisingly easy - The first major event that transitioned over to a2zShowEZ went off without any issues. The staff was surprised at how seamless and easy it was.