



ChirpE leverages the power of eMarketing and networking on a mobile application for event attendees to offer additional revenue generation opportunities for show organizers and exhibitors. Use social trends and technology that increasingly consists of mobile internet browsing, social communities, continuous information exchange, and viral marketing to capture new attendees and to keep attendees engaged with industry and event updates. And eliminating paper is one more step towards greener, environment-friendly events.

		Premium Edition	Basic Edition <i>for current a2z clients only</i>	
			a2zShow/EZ	a2zFloorPlan
Exposition Tools	Exhibitor Search <i>by keyword, and product categories</i>	√	√	√
	My Expo Plan	√	√	
	Real-time Floorplan	√	√	√
	Real-time Sync of My Expo Plan with Event Website	√	√	
	Mobile Microsite for Exhibitors <i>including contact info, description, product categories, etc.</i>	√	√	
	Product Search	√	√	
	Show Specials Search	√	√	
	Press Release Search	√	√	
Conference Tools	Session Search <i>by keyword, track and date/time</i>	√	√	
	Detailed Session Description <i>including description, tracks, and speakers</i>	√	√	
	My Itinerary	√	√	
	Real-time Sync of My Itinerary with Event Website	√	√	
Social Media Tools	Buzz Channels	5	2	2
	Interface with Twitter® and LinkedIn®	√	√	√
	Buzz RSS Feed	√		
	Traffic Analytics for your Event on ChirpE	√		
	Portal Setup for each Attendee	√		
	NEW - Facebook® Application <i>event details and personalized itineraries synchronized in real-time between Facebook, ChirpE and event website</i>	√	√	√
Revenue-Generation Tools	Enhanced Mobile Microsite for Exhibitors <i>including Logo, Products, Show Specials, Press Releases</i>	√	√	
	Local Info with local sponsorship opportunities	√		
	Title Sponsor for your Event on ChirpE	√		

Requires Expo, Expo EZ or Floorplan Module
 Requires Conference Module

About a2z, Inc: a2z, Inc. is the world's leading provider of innovative solutions to sell and manage shows. We offer tremendous value with a client-centric business model that helps event organizers promote their event, business and brand. a2z's portfolio of products and services includes event management, floorplan management, matchmaking, appointment scheduling, and personalized itineraries. Highly effective sales, marketing and revenue retention and generation tools are seamlessly built into a2z offerings. More than 120 associations and show organizers deploy our solutions to manage over 500 shows worldwide, including 40+ of the TSW Top 200.

