



# networkNow!

POWERED BY a2z

## Sales acceleration software package for conferences and expositions

a2z, Inc. presents networkNow + exhibitorAdvantage, a dynamic duo that quickly and easily demonstrates the value of affordable matchmaking, networking and appointment scheduling.

*“Everyone says, ‘Do more with less.’ While the financial outlay is not insignificant, it’s about how you take your existing personnel and technology resources and make them more effective, so they can have a financial impact in the long run... We want to improve and grow our show. From our standpoint, this is an investment in the tools we need to do that.”*

— David J. Dziedzic  
Senior Vice President, Business Development  
National Association of Broadcasters

### networkNow!

- Innovative matchmaking, networking and appointment scheduling program
- Easy-to-use tools demonstrate event value to attendees and exhibitors
- Brings the right people together and makes it easier to do business
- Client-centric model and affordable pricing promote revenue generation
- Integrated functionality for use before, during and after event
- New way to connect with customers, and retain and grow your client base year-round

### exhibitorAdvantage

- Generates personalized attendee matches for each exhibitor: Their prospects!
- Real time presentation tools for sales staff to demonstrate value of exhibiting
- Personalized prospectus for each exhibitor differentiates your show from the competition
- Quantifiable, reliable matches eliminate buying objections and accelerate booth sales
- Education and familiarization tool for sales and marketing team
- Presentations and prospectuses comply with your branding and marketing guidelines

### networkNow! + exhibitorAdvantage

- Increased revenue through sale of value-added services in networking context
- Better show utilization with demonstrable value of proactive marketing tools
- Significantly higher return on investment than more costly alternatives
- Retain control of customer relationship, revenue opportunities, and data
- Ease of use and visual appeal enhance client satisfaction and loyalty
- Make events dramatically more valuable to all key stakeholders

Serving over 600 shows annually, including these clients:



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### About a2z, Inc.

a2z, Inc. offers innovative software solutions to streamline back-office operations and create new revenue sources for event managers while improving the event experience for attendees, exhibitors, speakers and contractors.

www.a2zinc.net info@a2zinc.net

Contact us today to discuss how we can help improve your next event.