

Mobile and Social Media

Revised January 16, 2012

MODULE	ChirpE Basic	ChirpE Premium
a2z Mobile and Social Media Features		
Exposition Tools*		
Exhibitor Search by keyword, and product categories	✓	✓
My Expo Plan Personalized expo planner	✓	✓
Real-time floor plan	✓	✓
Real-time Sync of My Expo Plan with Event Website	✓	✓
Mobile Microsite for Exhibitors including contact info, description, product categories, etc.	✓	✓
Product Search	✓	✓
Show Specials Search	✓	✓
Press Release Search	✓	✓
Conference Tools**		
Session Search by keyword, track and date/time	✓	✓
Detailed Session Description including description, tracks, and speakers	✓	✓
My Itinerary	✓	✓
Real-time Sync of My Itinerary with Event Website	✓	✓
Social Media Tools		
Buzz Channels	2	5
Interface with Twitter®	✓	✓
Interface with LinkedIn®	✓	✓
Interface with Facebook®	✓	✓
Buzz RSS Feed		✓
Traffic Analytics for your Event on ChirpE		✓
Portal Setup for each Attendee we pull in all your attendee information from your registration company via web services		✓
Revenue Generation Tools***		
Enhanced Mobile Microsite for Exhibitors including Logo, Products, Show Specials, Press Releases	✓	✓
Local Info with local sponsorship opportunities (ChirpE and Native Apps)		✓
Title Sponsor for your Event (ChirpE and Native Apps)		✓
Custom Branding		
Personalized User Interface with your logo and color scheme (ChirpE and Native Apps)		✓
Native Mobile Applications		
iPhone App		✓
iPad App		✓
Android App		✓
Widgets		
Widgets		
Exhibitor attendee acquisition widget (includes free 2 email + video marketing campaign)	✓	✓

* Requires Exposition Management and Marketing Module

** Requires Conference Management and Marketing Module

*** Requires Enhanced eBooth