



Exposition & Conference MANAGEMENT

POWERED BY a2z

Streamline operations and
see measurable ROI
in one show cycle

Key Benefits*

- Sell more booths in less time
- Improve productivity by more than 50%
- Reduce document filing by up to 80% and become virtually paperless
- Accelerate your cash flow by more than 60 days
- Save more than 30% of your time currently spent on reporting
- Cut your costs by as much as 30%

*As reported by a2z customers

The a2z Exposition & Conference Management (E&CM) platform offers three innovative products to manage and market your expositions and conferences. **a2zShow**, **a2zShowEZ** and **a2zFloorPlan** radically streamline operations, automate repetitive processes and eliminate redundant data entry.

Increase your revenue and reduce your costs while sharp visuals and personalization tools improve your event's social media, search engine optimization and mobile marketing efforts.

With a2z, you can edit, sell or reserve booth space from any secure Internet connection and enjoy with world-class reporting capabilities.

a2zShow

Perfect for mid-sized to large events, a2zShow is highly configurable, fully customizable and integrates with all major systems. The easy-to-learn tool enables you to share information across departments.

a2zShowEZ

Ideal for small-to-medium event organizers, a2zShowEZ provides modular, essential tools for improved show management productivity and it can be deployed quickly.

a2zFloorPlan

An online, real-time floor plan management solution, a2zFloorPlan provides a self-service environment where attendees, exhibitors and contractors access exhibit information 24/7.

Call (410)740-9200 for a demo or visit www.a2zinc.net

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At A Glance

Used By

- Exhibits teams
- Conference teams
- Marketing teams
- Accounting & Finance teams

Product Modules

- Framework Set-up
- Design & Content Management
- Expo Marketing & Management
- Expo Financial Management
- Online Booth Sales
- Banner Ad Revenue
- CRM Integration
- AMS Integration
- Contractor Management
- Exhibitor Designated/Appointed Contractor (EDC) Management
- Conference Marketing & Management
- Call-for-Paper Management
- Self-service Portals

Technical Specifications

- Platform: Microsoft .NET
- Database: MS SQL Server 2005
- Architecture: 3-tier with Data Access Layer, Business Logic Layer and User Interface Layer
- Integrations: AutoCAD®, MS Office®, AMS, CRM, Financial, Registration and GSC systems

Feature Highlights

Enhanced Interface

Engage users with user-friendly graphics supported on various devices, operating systems and browsers.

Online or Onsite Booth Sales

Sell space from anywhere. Real-time online floor plan quickly indicates space sold and available. Instantly email contracts, confirmations and invoices.

Financial Integration

Issue invoices and process credit card payments easily to improve your cash flow with PCI-compliant tools. Amounts invoiced and received instantly populate your accounting system.

Social Media Integration

Connect buyers and sellers on popular social networking sites including ChirpE, Twitter, Facebook, LinkedIn and FourSquare.

Search Engine Optimization

Gain exposure for your event with advanced support for website meta tags, such as Google AdWord keywords and Facebook "Like" Feature.

Performance Dashboards

Show return on investment to exhibitors by tracking key performance indicators for attendee engagement and interaction.

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a2z, Inc. provides event planners and organizers with a powerful Web-based software suite that helps increase and accelerate booth sales. Clients also realize improved productivity in back office processes; improved integration with their membership, CRM and financial databases; and an improved web presence for their attendees and exhibitors. a2z has developed three platforms as one integrated solution to help you save money and improve attendee and exhibitor satisfaction. Conference & Expo Management includes online tradeshow floor plans, event websites, abstract/speaker management, a personal itinerary builder and expo plan, cross-event reporting, and much more. Networking and Lead Management includes matchmaking tools, a hosted buyer program application, and proactive marketing tools for your exhibitors to boost their results from your event. Mobile and Social Media allows event organizers to easily deploy information about their trade shows and conferences via any media, on any internet-enabled device or platform.

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Three Platforms. One Solution.

