

Mobile & Social Media

POWERED BY a2z

Attract and engage your audience
with mobile and social media
marketing tools

Key Benefits*

- Improve attendee engagement
- Capture new attendees with the viral power of social media
- Boost revenue opportunities for show organizers and exhibitors
- “Green” your event with reduced reliance on printed guides and programs
- Share the most current event information through centralized data access

*As reported by a2z customers

The a2z Mobile & Social Media (M&SM) Platform allows you to easily deploy information about your trade shows and conferences on any media, device or platform to accelerate audience acquisition and enhance exhibitor value.

These applications enable event participants to access social networking sites and RSS feeds through a single point of access, consolidating applications and content before, during and after the event.

By taking advantage of the power of social networks, events capture and engage new and existing attendees when users tag and share event updates.

ChirpE Mobile

Publish event web content to any mobile device, including popular smartphones, which can be used to browse real-time floor plans, search for exhibitors and products, watch exhibitor videos, view conference sessions and create personalized agendas.

ChirpE Facebook

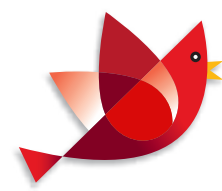
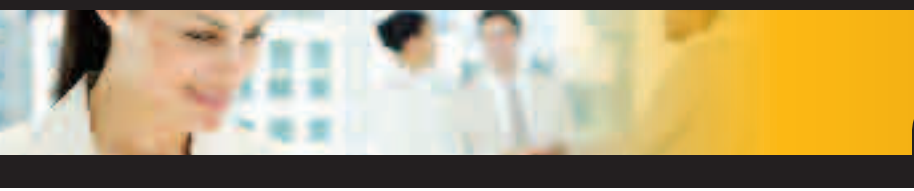
Make real-time trade show floor plans accessible to Facebook® users’ accounts. Facebook users log in to ChirpE with Facebook Connect to publish their actions and share content like exhibitor profiles, sessions and itineraries with friends, expanding your marketing footprint.

ChirpEvite

Allow event participants to find and connect with colleagues and customers who are attending, as well as invite those contacts who are not yet registered via web-based email platforms and existing social networks.

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

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At A Glance

Used By

- Marketing teams
- Communications staff
- Event program teams
- Attendees
- Exhibitors
- Media

Why Exhibitors Use ChirpE

- Increase the number of eye balls viewing their online booth
- Tap new and engage with existing online networks
- Enhance online engagement with attendees

Why Attendees Use ChirpE

- Access real-time floor plan from internet-enabled mobile devices
- Search for products, exhibitors and sessions
- Add exhibitors and sessions as favorites and create personalized agendas

Why Organizers Use ChirpE

- Extend event to mobile and social media platforms with minimal effort
- Improve web traffic, return visits and SEO
- Capture new attendees
- Go green and save money by replacing show guides with mobile application
- Communicate real-time important announcements
- Generate sponsorship dollars

Feature Highlights

ChirpE Portal

Use ChirpE's Application Programming Interface (API) to push updates from the ChirpE dashboard and pull content from third-party apps and event-specific software. Data sent or received on one device is automatically accessible on any other device using the ChirpE portal.

Social "Buzz"

Post text messages on the ChirpE channel from your designated reporters and authorized users to spread news, make announcements, recommend activities and recognize sponsors.

Personalized Agendas

Users can add exhibitors and sessions as favorites to create personalized agendas that are synchronized in real-time between Facebook, ChirpE and your event website accessible via any smartphone.

Visually Enhanced Interface

Captivate event participants with rich user interactions supported across devices and platforms so they stay engaged wherever they are.

Device Interoperability

Allow interoperability among smart devices like iPhone®, iPad®, Android, BlackBerry®, and event kiosks, as well as public and private networking communities and event-centric applications.

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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.



Three Platforms. One Solution.

