



Networking & Lead MANAGEMENT

POWERED BY a2z



Connect the right buyers
and sellers and enhance
economic effectiveness

Key Benefits*

- Generate new revenue streams from exhibitors in a networking context
- Attract more attendees to networking portal with targeted messages
- Enhance customer satisfaction and loyalty
- Prove your show's value during sales presentations with performance data
- Own 100% of your own data and eliminate revenue sharing arrangements for your networking tools
- Deliver immediate return on investment

*As reported by a2z customers

The a2z Networking & Lead Management (N&LM) platform supports networking, matchmaking, and appointment scheduling applications that are seamlessly integrated with your show site to enhance marketing opportunities for exhibitors to attract and engage customers before, during and after your event.

By promoting the right interactions between the right buyers and sellers, the a2z N&LM platform dramatically enhances the value of your event to both your exhibitors and your attendees.

Exhibitors boost their traffic and schedule more appointments. Personalized event portals make navigating the event easier for your attendees with searchable, printable session and expo information.

networkNow!

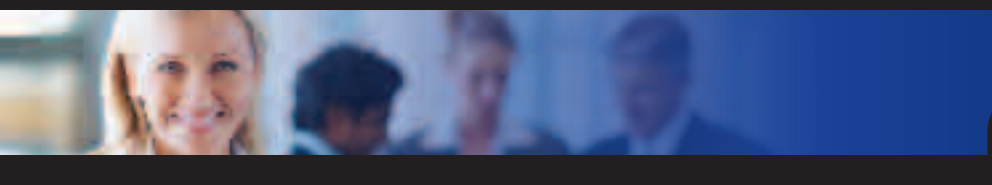
A 24/7 event portal creates opportunities for buyers and sellers to connect 365 days a year. networkNow! is an innovative application that delivers demonstrable value to exhibitors and attendees while generating revenue for event organizers.

Hosted Buyer Program

Automate appointment scheduling for highly qualified buyers to meet with premium exhibitors, so you can focus on customer service. The Hosted Buyer Program guarantees qualifying attendees prescheduled appointments each show day.

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

a2zInc



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At A Glance

Used By

- Sales teams
- Marketing teams

Attendee Features

- Searchable exhibitor list
- Real-time floor plan
- Online booths
- Keyword tag cloud
- Recommended exhibitors
- Appointment scheduling
- Personalized expo plan
- Recommended sessions
- Personalized itinerary
- Online attendee profiles
- Recommended attendees
- Attendee appointments
- Personalized show guide

Exhibitor Features

- Buyer value dashboard
- Attendee matches
- Attendee search results
- Attendee e-mail marketing
- Attendee appointments
- Featured exhibitor sponsorships
- Online booth upgrades
- Exhibitor videos

Organizer Features

- E-mail and social media marketing
- Performance reports
- Post-show analysis report

Feature Highlights

Personalized Exhibitor Prospectus

The a2z personalized prospectus illustrates how exhibitors can reach their target attendees and forecasts.

Exhibitor Search Marketing

Exhibitors can purchase keywords, product categories and conference tracks to get priority listings and higher rankings in search results. Featured exhibitors typically get 2x-4x more visibility.

eBooth Upgrades

Exhibitors purchase eBooth upgrades providing 2-3 times more visibility to publish content such as videos or show specials to engage attendees.

Attendee Profiles

Attendees complete personal profiles and bookmark their favorites to receive recommendations for exhibitors, conference tracks that may be of interest, plus a list of attendees that offer the best networking opportunities.

Targeted E-Mail Marketing

Exhibitors plan and execute e-mail marketing campaigns from the a2z platform to engage with customers and prospects to drive traffic and set up appointments.

Visually Enhanced Portal

Engage your buyers and sellers in more satisfying online experiences with this intuitive, easy-to-use portal.

Performance Dashboards

Report on top keyword and product category searches, most popular exhibitors, page view and traffic statistics, and planning and appointment scheduling activity.

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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.

