

Networking & Lead Management: network*Now!*

Revised July 8, 2011

Attendee Features	
Exposition Module	
Exhibitor List	
Real-time listing of all exhibitors in the trade show	
<ul style="list-style-type: none"> Legends for Products, Press Releases, Show Specials, and Videos Alpha Index - Quickly jump to exhibitors with their names starting with selected alphabet Paging - Flexible and powerful options to see 25, 50, 100, 250, or all exhibitors on one page 	
Exhibitor Quick Search	
Powerful Keyword Search for and find relevant exhibitors	
Advanced Exhibitor Search	
Powerful Search to locate exhibitors using keyword, product category, subcategory, country, state/province, hall, pavilion, or show-specific custom fields	
Popular Keywords - Tag Cloud	
A tag cloud with 25 most popular keywords. Clicking on a keyword in the tag cloud shows exhibitors with that keyword	
Print Exhibitor List	
Print all of the exhibitors or only the exhibitors on the current page in a user-friendly format	
<ul style="list-style-type: none"> Highlight Upgraded & Featured Exhibitors Sponsorship Opportunity at the bottom of each page 	
Floor Plan	
Interactive, real-time online floor plan with color coded booths with the most up-to-date exhibitor information	
Print Floor Plan	
State-of-the-art floor plan printing of the show floor	
Exhibitor Recommendations	
Recommend exhibitors most closely matched to their needs based on their demographics and behavior	
eBooth	
Allows attendees to find more information on exhibitors while looking at floor plan. The online eBooth includes:	
<ul style="list-style-type: none"> Company Name Booth Number Welcome Message Exhibitor Profile Contact Information – Contact person, title, address, city, state, zip, phone, fax, & e-mail Map It – Ability to highlight the booth on the floor plan Product Categories Trackable Hyperlink Logo/Image/Photo 	
Enhanced eBooth	
Allows attendees to complete more research on exhibitors. The Enhanced eBooth includes:	
<ul style="list-style-type: none"> Product Pages (unlimited) – Name and description of the products along with photos New Product Release (unlimited) – Name and description of the new products being released at the show Show Specials (unlimited) – Specials being offered at the show including discounts, giveaways, etc. 	
Product Search	
Search for the products displayed in the eBooths and quickly find what the solution they need	
Press Releases	
Search & view press releases from exhibitors	
Show Specials	
Search & view press releases from exhibitors	
Exhibitor Videos	
View videos posted by exhibitors to better understand products and services	
Personalized Expo Plan	
Create a list of exhibits to visit and print a personalized, color-coded floor plan	
E-mail Exhibitors	
Send e-mail to exhibitors and keep track of all of the e-mails	
Show Floor Appointments	
Request appointments with exhibitors and keep track of all of appointments	
Personalized Notes	
Request appointments with exhibitors and keep track of all of appointments	
Attendee Features	
Conference*	
Session List	
Real-time listing of all sessions	
<ul style="list-style-type: none"> Display titles, tracks, speakers, and location Day Tabs - Quick tabs to see sessions for a specific day Paging - Flexible and powerful options to see 50, 100, 250, or all session on one page 	
Session Quick Search	
Powerful Keyword Search for sessions	
Advanced Session Search	
Powerful Search for sessions by keyword, tracks, super tracks, speakers, and custom fields	
Print Sessions List	
Print sessions in a user-friendly format	
Export to Outlook	
Export sessions to your Outlook calendar	

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Session Recommendations
Get recommended sessions based on demographics and behavior
Featured Exhibitors
Easily find exhibitors on top of display who have bought keywords, product categories, or tracks
Personalized Itinerary
Create, print, and export to Outlook personalized conference itinerary
Attendee to Attendee Networking
Attendee Quick Search
Powerful Keyword Search for attendees
Advanced Attendee Search
Powerful Search for attendees by keyword and demographics
Attendee Recommendations
Matches each attendee with other attendees with similar or other select areas of interest
Online Profile
Provides online profile to each attendee
My Attendee Network
Create a list of favorite attendees to make networking at the event easier
E-mail Attendees
Send e-mail to other attendees and keep track of all of the e-mails
Attendee Appointments
Request appointments or meetings with other attendees and keep track of all of appointments
Other Attendee Features
My Show Guide
Printable personalized show guide that makes navigating thru the event much easier. Includes following: <ul style="list-style-type: none"> • My Expo Plan • Top 75 recommended exhibitors • Calendar, including sessions, appointments, and personal meetings • Maps with expo plan and recommended exhibitors highlighted
Exhibitor Features
Exposition Module
Buyer Matches Dashboard
Visual dashboard highlighting the matches and the value presented for the exhibitor at the show <ul style="list-style-type: none"> • See indicators for matches • Demographic breakdown of exhibitor matches
My Attendee Matches
Access the list of attendees that are matched to each exhibitor. Commonly displayed fields include: <ul style="list-style-type: none"> • Title • Company Name • Relevance
Attendees Looking for Me
Access the list of attendees who are proactively looking for me
My Favorite Attendees
Create a list of favorite/target attendees
E-mail Attendees
Send e-mail to attendees and track all e-mails sent
Attendee Appointments
Request appointments with attendees and keep track of all of appointments
Featured Exhibitors
Exhibitors may purchase keywords, product categories, and tracks to get priority listing in exhibitor and session lists and searches. Typically, featured exhibitors get 2 to 4 more visibility than other exhibitors
Enhanced eBooth
Exhibitors may purchase enhanced online booth to publish more content and get more visibility. Typically, upgraded exhibitors get 2 to 3 more visibility than other exhibitors
Exhibitor Videos
Exhibitors can upload their videos which are then viewable in their online booth
Exhibitor Sales Office/eCommerce with Cart
Exhibitors can purchase following opportunities online, pay for them, and have these orders fulfilled automatically in real-time: <ul style="list-style-type: none"> • Featured Exhibitor: buy keywords, products categories, and tracks • Upgraded Exhibitor: buy enhanced online listing • Videos: buy slots for posting video in their online booth • E-mail to Attendee: buy additional e-mails to send to attendees from the portal • Attendee Appointments: buy additional appointments with attendees • Favorite Attendees: buy ability to add more favorite attendee from the portal <p>Event organizer may sell other sponsorships and opportunities to exhibitor from this portal as well. Exhibitor's credit card is processed in real-time and funds go to event organizer's account</p>
Print Sessions List
Build visibility via a potential sponsorship opportunity at the bottom of each page when Session List is printed
Event Organizer Features
Data Import
Web Services
a2z's system can integrate with your registration system to populate with user data via Web Services for most leading registration companies including but not limited to Experient®, CompuSystems® and Convention Data Services®.

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E-mail & Social Media Marketing
E-mail Marketing
Plan and execute e-mail marketing campaign for attendees to increase the utilization of the portal by attendees
Social Media Marketing
Create social media campaign and messages for the show organizers, including tweets, facebook posts, & LinkedIn posts, to increase awareness and utilization of the portal
Additional Revenue Opportunities
Featured Exhibitors
Sell exhibitors keywords, product categories, and tracks to get priority listing in exhibitor and session lists and searches. <i>Typically, featured exhibitors get 2 to 4 times more visibility than other exhibitors.</i>
Upgraded Exhibitors
Sell exhibitors enhanced online booth to publish more content and get more visibility. Typically, <i>upgraded exhibitors get a boost of 2 to 3 times</i> that of other exhibitors.
Exhibitor Videos
Allow exhibitors to upload videos to play in their online booth for a fee.
Exhibitor Sales Office/eCommerce with Cart
Exhibitors can purchase following opportunities online, pay for them, and have these orders fulfilled automatically in real-time: <ul style="list-style-type: none"> • Featured Exhibitor: buy keywords, products categories, and tracks • Upgraded Exhibitor: buy enhanced online listing • Videos: buy slots for posting video in their online booth • E-mail to Attendee: buy additional e-mails to send to attendees from the portal • Attendee Appointments: buy additional appointments with attendees • Favorite Attendees: buy ability to add more favorite attendee from the portal <p>Event organizer may sell other sponsorships and opportunities to exhibitor from this portal as well.</p> <p>Exhibitor's credit card is <i>processed in real-time</i> into event organizer's account</p>
Print Sessions List
Sell sponsorship of exhibitor logo that appears at the bottom of each page when Session List is printed
Reports
Weekly Report
Weekly report to event organizer showing key performance indicators for the utilization of the portal, including: <ul style="list-style-type: none"> • Top keywords & product categories searches by attendees • Most popular exhibitors visited by attendees • Traffic Stats - page views and searches • Attendee utilization • Online booth Visits by attendees • Expo plan entries made by attendees • Download count for My Show Guide
Post Show Analysis Report
Detailed post show analysis of network <i>Now!</i> including: <ul style="list-style-type: none"> • Attendee utilization • Exhibitor utilization • Traffic stats • Top keywords • Top product categories • Top exhibitors • Additional revenue analysis • Stats for featured exhibitors • Stats for upgraded exhibitors • Additional value creation for featured and upgraded exhibitors • Effectiveness of marketing campaigns

* Requires Conference Management Module