

# AWCI Breaks Through the Affordability Ceiling

with eCommerce and the Cloud

a2z Case Study



## 81%

of exhibitors utilized the a2z solution.



## 9.8%

of exhibitors purchased new digital products.



The Association of the Wall and Ceiling Industry (AWCI) hosts between 2,300 and 2,500 participants (including representatives from approximately 150 exhibitors) at its annual Convention and INTEX Expo.

The event keeps business owners, foremen, and project managers in the interior and exterior commercial construction industry up to date on the latest tools, products, and services available in the industry. In 2015, a2z helped organizers break through the walls of revenue and affordability.

## Searching for an Affordable Solution

Prior to 2015, AWCI had been processing booth contracts manually. They used an accounting program to create invoices and an Access database to keep track of contract information. Twice a week the accountant ran credit card payments through a machine. “We were doing everything ourselves. It was time consuming and took lots of paperwork for the accountant to process a payment,” say Kim MacLean, Manager, Trade Shows and Events Management at AWCI.

To remedy the situation and, according to MacLean, “get with the times,” the association searched for an online exhibitor contract system that automated the booth sales process and provided their exhibitors with more opportunities for exposure. Finding a solution was difficult though because of budgetary restrictions; the association needed a business model that would make the solution affordable.

## Creativity from the Cloud

**In 2015, AWCI entered a strategic partnership with a2z to sell enhanced eBooth listings and digital opportunities to exhibitors using a2z’s ecommerce-enabled Online Exhibit Contracts (OEC) solution.**

The a2z platform made it possible for the association to process booth sales, contracts, payments, and confirmations online and offer digital profiles containing unlimited product names, photos, press releases, show specials, new product announcements, logos, and videos to exhibitors. The arrangement put OEC within reach from a budget perspective and allowed the association to earn additional revenue.

*“We’re so appreciative of the partnership model that a2z offers. It made the platform affordable, plus a2z wants you to succeed and they give you the help, tools, and resources you need for success.”*



Kim MacLean  
AWCI

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# Excellent First-Year Results



## Increased Privacy

Automated payments helped protect customer information. "It's a lot safer for the exhibitor to send payment information online. At least you're not faxing over a PDF with credit card information on it," MacLean explains.



## Additional Awareness

a2z launched a well-planned and comprehensive promotional campaign to onboard exhibitors and educate attendees. Higher than average email open and click through rates contributed to the program's success.



## Higher Productivity

AWCI was able to significantly reduce the amount of time it took to internally process an exhibitor contract. "Our exhibitors appreciate efficiency. Producing invoices online is super fast with a2z," MacLean says.

## All in for 2016

In the first year of the partnership with a2z, AWCI implemented the ecommerce-enabled Online Exhibit Contracts system after booth sales had already begun for the 2015 show cycle. Despite having processed 60 to 65 paper contracts, MacLean and her team were able to process another 90 exhibitors through a2z's online solution.

For 2016, all booth sales are being processed through the web portal and MacLean is eliminating all of the manual systems she used as backups in the first year of the transition.

On the very first day of the booth sales being opened for 2016, 41 contracts were submitted. In addition, within the first two days, the value of the add-ons and sponsorships sold surpassed the total revenue from the 2015 program.

The AWCI group is also adding a2z's Attendee Acquisition and eBooth Promotion Widget for exhibitors to help boost attendance.

### About a2z's Online Exhibit Contracts Solution

As the true leader in exhibits sales automation, a2z partners with show organizers to implement the unique workflow configuration that works best with their business model. Maximize your sales by augmenting your "high-touch" selling, or completely automate the process, or any combination thereof. Execute exhibitor contracts online and leverage the dynamic pricing engine to implement variable pricing options based on the parameters you specify to improve the yield per sq. ft.

- ✓ Provide a high-touch & high-tech sales experience to your exhibitors
- ✓ Automate, expedite and increase exhibit sales
- ✓ Secure electronic contracts eliminate error-prone paper contracts

Contact us today to discuss how a2z can help you improve your events: ☎ 443-393-2443 ✉ sales@a2zinc.net 🌐 www.a2zinc.net

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### Three Powerful Platforms. One Integrated Solution.

a2z provides powerful cloud-based event management and marketing tools that grow your brand by accelerating booth sales, helping boost revenue, and enhancing engagement and value for event participants. a2z's solutions are used by 500+ clients to power 1000+ events annually, including over 45% of the Top 250 U.S. shows.