

a2z Helps **World Pet Association** With Legacy of Continuous Improvement

a2z Case Study



Responsive and real-time exhibitor self service



Synchronized with WPA's association management system



The World Pet Association (WPA) produces SuperZoo, America's Family Pet Expo, Aquatic Experience, and Atlanta Pet Fair and Conference. The largest of the four, SuperZoo, serves 1,198 exhibiting companies and between 12,000 and 14,000 visitors in 254,000 net square feet of exhibition space. It's taken WPA's president, Doug Poindexter, 26 years to get the association where it is today. a2z is delivering a cutting-edge event management solution to WPA to keep the momentum going.

Humble Beginnings

Poindexter has always invested in smart technology. After he bought a pet store in 1980, it only took him two years to install barcodes on every product. When he arrived at WPA in 1990, the association had one computer in the office and the staff used IBM Selectric typewriters to create badges for registration. Today, there is automation at every level, and Poindexter is always on the lookout for more effective ways to streamline operations.

Real-Time Efficiency

While Poindexter is, he says, "a firm believer in technology making life a little easier and more efficient," it was a necessity—addressing the needs of 1,700+ exhibitors—that drew him to a2z's exposition management solution. He wanted exhibitors to be able to easily view available space, select booth locations, and execute contracts online. He also needed up-to-the-minute access to the floor plan status, a capability that is only available through a real-time platform.

"Because our team is able to show booth space that is available in real time at the time they are ready to assign that exhibitor and a choice can be made quickly, it allows them added time to talk with them about our other shows or explore options for them to purchase one of our many sponsorship/marketing opportunities."

- Doug Poindexter,
World Pet Association

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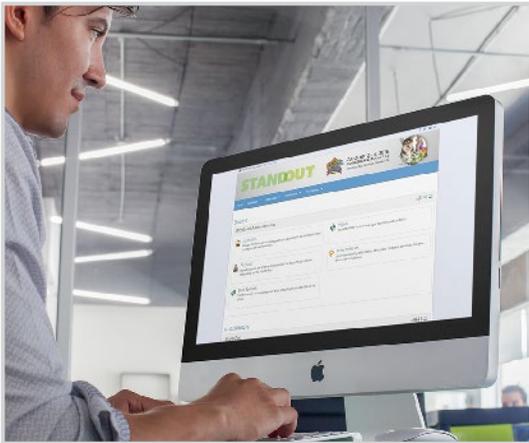
Next-Generation Improvements

WPA has used a variety of exposition management alternatives over the years. **The a2z solution helped it overcome the shortcomings of earlier solutions:**

- Using a manual process to associate the floor plan with the Association Management System (AMS)
- Updating product listings and other databases by hand
- Working through a website that was not responsive

a2z not only eliminated those obstacles, but also helped WPA enjoy important additional benefits:

- a2z's solution is cloud-based, so exhibitors can access the floor plan anytime, anywhere and manage their own directory listings
- Multiple users can access the platform at the same time
- The a2z solution is synchronized with WPA's association management system



A Path To The Future

WPA has come a long way. During his tenure, the association staff has grown from 4 to 20 employees and from one tiny show to four. After two-and-a-half decades with his finger on the pulse of the operation, Poindexter will move away from his role as the face of the shows to become the face of the industry. a2z will help with that transition by allowing his managers to “stay on top of the show floor” and using technology to continuously deliver the future.

a2z's Exposition Management & Marketing Solution

a2z offers a robust multi-event, multi-year system to meet a wide range of exposition management marketing needs. Show Organizers easily set up, manage and share the exposition floor plan online in real-time using access level based admin access. Exhibitors use a secure self-service portal to update their online and print directory information. Attendees plan for the exposition by searching for exhibitors, adding them to the favorite list, and creating a personalized printable walking map - all on any device of their choice. Visual dashboards and robust reporting provides mission critical data in easy-to-read format at show organizers' fingertips.

- ✓ Increase and expedite exhibit sales with easy-to-use real-time online floor plan
- ✓ Increase productivity by more than 30% by streamlining and automating processes for managing expo
- ✓ Provide exhibitors with additional exposure while creating additional revenue stream for show organizers

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.