



# a2zShow

POWERED BY a2z

**Industry leading software for better booth sales, event websites and attendee engagement**

a2zShow is our Cadillac software platform for organizations with larger shows or more complex needs. Highly configurable; easy to learn, a2zShow can integrate with most accounting and association management platforms, customer databases and registration suppliers; and can be customized to meet your unique requirements.

*“a2z worked diligently with our team to deliver a complex solution and helped us exceed our business targets... The value proposition that a2z offers to us, our exhibitors and attendees is tremendous.”*

— **Jason McGraw**,  
Senior Vice President of  
Expositions, International  
Communications Industries  
Association (InfoComm)

## Attendees

- Personalized itinerary and expo plan tools allow attendees to better plan their participation, make appointments and share with their existing network
- Searchable exhibitor list with profiles, products, show specials, press releases and contacts help narrow down the best booths to visit
- Searchable conference program with sessions, tracks, descriptions and speaker bios pinpoint the best learning opportunities

## Exhibitors

- On-line booth provides increased visibility; driving more qualified traffic and generating leads before and after the show
- A single portal to purchase space, sponsorship and on-line packages; plus manage payments, priority points, on-line booth, show guide, appointments and booth personnel improve the experience
- Booth sales are immediately updated to the on-line floor plan and confirmed via email

## Executives

- Complete event-based solution helps improve communication across departments
- Cross event reporting improve analysis and pace performance indicators assist in better decision making
- Leveraging best practices of 600+ other shows annually using a2z deliver significant process improvement
- Improved online presence for you major events, including robust integrations with other critical platforms

## IT/Finance

- Payments going directly into your merchant account improve cash flow for booth, upgrade and sponsorship sales.
- Complete integration with financial, membership or other business systems/vendors mean that many implementations retire three or more legacy systems.

- PCI compliant systems are hosted by a Tier 1 facility for maximum security
- Complete field level audit tracking and role-based security administration are standard
- ASP solution continues to improve year after year

#### Expo Sales and Operations

- Web based solution means that floor plans can be edited from any Internet enabled computer (especially good for remote sales personnel)
- Time consuming administrative tasks like confirmations, reminders, payments and priority point management are automated to allow more time for proactive sales effort and customer service
- Real time access to up-to-date exhibitor and floor plan data improve communication with your General Service Contractor (GSC) and registration service provider
- Printed show directory using information keyed by exhibitors is automatically formatted for your printer

#### Marketing

- Improved reporting and data mining across shows results in better information to grow your events and manage your top customers
- Website development costs are dramatically reduced while providing improved Search Engine Optimizations (SEO).
- Printing and mailing costs can be reduced with a superior on-line presence while additional revenue streams with banner ads, booth upgrades and video help the event top line
- Web 2.0 features allow more content to be shared across different platforms

#### Conference/Education

- Automated call for papers, submissions grading, speaker confirmations and placing individual sessions into tracks improve efficiency in managing conference program
- Speaker portal for editing session descriptions, submitting bios, pictures, A/V requirements and handouts save time
- Online tools speed up publishing and updating session content on the event website

Serving over 600 shows annually, including these clients:



10320 Little Patuxent Parkway (410) 740-9200 Main  
Suite 1250 (410) 740-9201 Fax  
Columbia, MD 21044-3343

#### About a2z, Inc.

a2z, Inc. offers innovative software solutions to streamline back-office operations and create new revenue sources for event managers while improving the event experience for attendees, exhibitors, speakers and contractors.

[www.a2zinc.net](http://www.a2zinc.net) [info@a2zinc.net](mailto:info@a2zinc.net)

Contact us today to discuss how we can help improve your next event.