



networkNow!



exhibitorAdvantage

- Innovative sales, marketing and matchmaking solution
- Retain and grow your client base
- Personalized and seamless user experience
- Personalized prospectus for each exhibitor

networkNow! offers show managers

- a new way of connecting with their customers, year-round
- ability to make their event dramatically more valuable to all key stakeholders
- tools to provide demonstrable value to attendees, exhibitors and show organizers

Bring the right people to the event, bring the right people together at the event, and make it easier for the right people do business with each other.

What differentiates **networkNow!** from the competition? Our client-centric business model, technical innovation, affordable pricing and the ability to generate revenue.

exhibitorAdvantage is the perfect complement to **networkNow!** A great sales, marketing, education, and familiarization tool, it creates personalized attendee matches for ALL registered exhibitors: prospects they would like to meet!

exhibitorAdvantage can also be used in real-time by the sales staff to demonstrate the value of exhibiting in their show. **exhibitorAdvantage** can be emailed to exhibitors as sales as well as marketing collateral.

All information provided through **exhibitorAdvantage** is customized with the show branding and marketing guidelines, making it a great show differentiator.

What makes **exhibitorAdvantage** so compelling? Valuable information presented with exhibitor in mind, customized for each exhibitor and presented in an easy-to-understand and visually appealing manner. As a result, the quantified and reliable personalization clearly enhances the value offered by show, eliminating buying objections, and accelerates booth sales like never before.

“This state-of-the-art matchmaking program creates the customer relationship before the show, leads to appointments at the event, and ultimately will generate sales at AAPEX. It’s an integrated system of connecting buyers and sellers that will start working the minute you sign up.”

- Bill Glasgow, Sr., Show Manager, Automotive Aftermarket Products Expo (AAPEX)

networkNow! + exhibitorAdvantage *unprecedented value to show organizers*

- ✓ **Increased revenue**
Offer value-added services in the networking context (e.g. banner ads)
- ✓ **Better show utilization**
Demonstrable value of proactive marketing tools
- ✓ **Higher ROI**
Deliver significantly higher return on the investment
- ✓ **Control of relationship**
Keep all revenue and own the data for eventual analysis and marketing
- ✓ **Seamless experience**
easy-to-use experience enhances client satisfaction and loyalty
- ✓ **Innovative image**
Enhance your image by innovations ahead of the competition

About a2z, Inc.

a2z, Inc. provides event organizers with a powerful web-based software suite that helps increase and accelerate booth sales. Our clients realize improved productivity in back office processes; increased connectivity with their membership, CRM and financial databases; and an improved web presence for their attendees and exhibitors.

Our portfolio includes online floor plans, event sites, abstract/speaker management, matchmaking tools, personal itinerary builder, plus much more. More than 120 associations and show organizers deploy our solutions to manage over 500 shows worldwide, including 40+ of the TSW Top 200. Please visit www.a2zinc.net to learn more about our portfolio of products and services.