

## Hugger Event Management Finds Stamp of Creditability with a2z Tools

*“As a start-up, a critical component of our marketing plan was to create a believable image of the event to convince exhibitors to invest in a first-year show and to persuade attendees to get in the car and come and see us. The sophistication of the a2z solution helped to give our tradeshow a stamp of credibility right out of the gate.”*

- Ted Hugger, Hugger Event Management, LLC

### THE CHALLENGE:

In the effort to position and promote their first show launch—Sawmill, Woodlot, Logging Expo (Sawlex)—management sought a proven, feature-rich software capable of complementing the polished image established by the company’s sales and marketing collateral.

### THE SOLUTION:

Hugger Event Management, LLC recognized the value of the a2z software to administer and market their brand to exhibitors and attendees. Mr. Hugger’s small staff appreciated the streamlined, real-time administration of floor plan, exhibitor management, and sales and financial tools. Exhibitors discovered a simple and smooth booth selection process. Attendees were presented with a consistent, branded message which integrated seamlessly with the show’s Web site and other marketing materials. A large budget item for a small show with limited resources, a2z was implemented to automate operational tasks and provide a sophisticated user interface.

### THE RESULTS

- Accounting Automation - Controlled and tracked important accounting requirements.
- Enhanced Administration Functionality - Addressed many time-consuming administrative tasks resulting in an effective small show team handling complex system assignments.
- Lightning Fast Roll Out - Once the decision had been made to move forward, Sawlex staff was able to integrate the a2z tools with their website and launch the site within two weeks.
- Proven Solution - With show management’s confidence in reliable enterprise software, attention was shifted to other more important headaches, like locating a fifth, three-phase generator 12 hours before opening, and finding someone to drive the forklift when the operator was a no-show.
- Seamless Integration - Access to the a2z solution from the attendee and marketing website sections allowed exhibitors and attendees to work with one centralized solution.
- Sophisticated Market Image - Complemented marketing materials to provide a consistent, polished brand.

### ABOUT a2z, Inc.

a2z, Inc. offers powerful Web-based software tools to help increase and accelerate booth sales. Clients also 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.

**Interested in learning how you can get similar improvements? Call us at 410-740-9200 or email us at [sales@a2zinc.net](mailto:sales@a2zinc.net) today for more information**