

## New Hope Finds Booth Sales Efficiency With a2z Solutions

*“What used to us take 6-8 weeks to assign booths in priority order, we now complete in 3-4 days with the a2z solution.”*  
— Jo Dickson, eMedia Project Manager, New Hope Natural Media, division of Penton Media

### CHALLENGE:

A tedious booth sales and selection program ended three months prior to the event with the collection of exhibitor payments. After booth assignments were generated from an Oracle database, New Hope staff would spend 6-8 weeks trying to assign the booths in priority order.

Upon the decision to start contract negotiations on the show floor, manual selection and confirmation tasks still bogged down the process. New Hope printed out 2 large, paper floor plans; the exhibitors would arrive at the sales office at a designated time (which allowed them to maintain their priority order). By the time they reached the 50th booth, it seemed like every exhibitor wanted the same booths and they were already selected. Even after the decision to move to the automation delivered by the a2z tools, the executive management team decided to stay with the same sales office process at first, which wasted a lot of time.

### SOLUTION:

With the implementation of the a2z solution and redefining the business processes, in 4 days, 60-70% of the show floor for the next year is now sold. New Hope is simply accommodating changes and selling the remaining booths for the rest of the year.

### RESULTS:

- **Floor plan Validation** – Instead of requiring the General Service Contractor representative to review each exhibitor’s booth details, a2z’s floor plan validation tools confirm layout design.
- **Reconciliation** – Floor plan layouts, decorator restrictions and booth assignments are all rolled into one application.
- **Maintaining Booth Inventory** – Real time updates and changes made for booth assignments allows the sales team to see floor space availability immediately.
- **Hold Status Feature** – Prior to a2z, New Hope had no way to mark a booth as ‘on hold’. Now organization preferences can be indicated until the contract is finalized.
- **Live floor plan selections** – Exhibitors view the latest information and make selections at the a2z station without the time-consuming process of having to make multiple booth location requests that are denied.
- **Policing Exhibitor Selection** – Show management still has the flexibility to control exhibitor selections.
- **Multiple Staff Users** – a2z permits New Hope staff to execute various show management assignments in multiple user accounts, tracking all the changes.
- **Web site Access** – In order to process some of the larger exhibitors in the beginning of the discussions, New Hope creates website access to the floor plan. This encourages chosen exhibitors to complete the booth assignments prior to arriving at the event.
- **Enhancing Sales Performance** – a2z allows for more communication going on between the sales team, promoting more focus on getting booth space sold and revenue collected faster and more efficiently than ever before.