

EVENT MANAGEMENT SOFTWARE THAT WORKS

- Accelerate booth sales
- Increase cash flow
- Improve efficiency
- Boost productivity
- Enhance engagement

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a2z, Inc. provides powerful web-based tools that help increase and accelerate booth sales. a2z has developed three platforms as one integrated solution to help save money, engage attendees and enhance exhibitor satisfaction. Pick the pieces that are right for you, and reap the benefits other clients have. Powering more than 700 events and over 28% of the Top 200 shows, a2z has a long history of serving the event community with innovative, quality solutions.



Streamline operations and see measureable ROI in one show cycle



a2z solutions help clients sell more booths in less time. The improvement in back office processes helps overall productivity soar and saves you money at the same time. Plus the world-class reporting that is available from a2z helps you better improve your management of your event to track stats versus history as well as pacing benchmarks.

Enhance the value of your event for both exhibitors and attendees

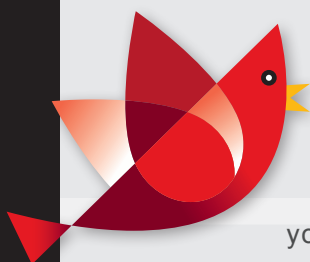
Certain modules help show organizers connect the right buyers and sellers. This makes the event an overall greater value as both your exhibitors and attendees are getting what they need to make the event successful:

a quality interaction. Anyone can have a raffle and get foot traffic in the booth, but it takes a great program to automatically offer matches to your audiences based on their profile. Someone going to your show looking to buy valves? Your exhibitors selling valves that use that word in their description and category selections will show up for that attendee and allow them to set up a meeting online before your event even happens. Your attendees appreciate the ability to make the most of their time at the show, and your exhibitors are thrilled to have interactions with quality leads.



Attract and engage your audiences with mobile and social media tools

It goes without saying that social media should be a strategic part of your event's promotion, not just an afterthought. Begin engaging with your attendees and exhibitors in a real way. Not just one-way marketing communications, b u t actual two-way conversation. This will help improve your attendee en-



gagement. Plus tapping the power of social networks means you can expand your marketing footprint by reaching all the connections of your attendees, exhibitors and prospect pool. This new avenue can also boost revenue-generating opportunities with the whole mobile channel. It provides your attendees a centralized point to access all your event data and take that information with them without having to print out any documents or pick up any printed guides.

A fruitful and productive event for your attendees and exhibitors builds on the success of your event. With easy, scalable, modular, tools you can significantly accelerate your sales and CFP processes, which helps increase your profitability and accelerate your cash flow. Call today to get started.