Three Powerful Platforms. One Integrated Solution.
a2z provides powerful cloud-based event management and marketing tools that grow your brand by accelerating booth sales, boosting revenue, and enhancing engagement and value for event participants. a2z’s solutions are used by more shows on the Trade Show Executive Gold 100 and Fastest 50 lists than any other event management software provider in the industry.
“a2z is great to work with. They have a professional, dedicated staff, many of whom have been show organizers, so they understand our perspective and challenges. People are as important as the technology solutions. Without the a2z team, we wouldn’t have had the success we enjoyed.”

Scott Craighead  
Vice President of Exhibitions and Events  
International Association of Exhibitions and Events

“a2z is really riding the winds of change. They keep improving their app and testing new products and offerings. I like new technology and I’m always on board with anything that gives attendees a new experience every year.”

Jerome Bruce, CAE, CMM, CMP, CEM  
Director of Meetings & Expositions  
Association of Government Accountants

“We have found a2z, with its global administration system, to be the best partner for us to work with. Our association has a lot of needs and a2z has been able to respond to whatever we needed. As we have grown our shows, they have become a vital component of our success.”

Mark Bogdansky  
VP, Exhibitor Operations  
National Retail Federation
FEATURES & BENEFITS

**User Access-Level & Security**
Designated users can be restricted to only access authorized events and features.

**Increased Revenue Opportunity**
Offer many opportunities to exhibitors and sponsors on web and mobile platforms.

**Secure Integrations with Reg. AMS, CRM, GSC, & More**
Suppliers use role-based web services to access information they need in a2z, without exposing sensitive data.

**PCI Compliance**
Put your board and financial team at ease with a system that has been PCI compliant since 2008.

**Multi-Year, Multi-Event Architecture**
Manage all your events in one database. Compare and create cross-event reports with the click of a button.

**Responsive & Adaptive**
Integrated end-to-end solution adapts and responds to the event admin and participants’ needs on the go.

**Attendee Planning Tools**
Users build personalized itinerary by adding sessions and scheduling appointments. Mark favorite exhibitors and peers to meet at the event. Seamless sync between web and mobile in real-time.

**Beautiful Web & Mobile Galleries**
Product, show special, press release and video galleries give attendees quick access to information they are interested in.

**Interactive Event Map**
Exhibitor list and floor plan, displayed on one well-designed screen, let attendees locate exhibitors on the floor, browse eBooths, and create personalized walking maps.

**Streamlined Collection of Show Guide Info**
The collection, organization and export of data for the show guide are streamlined with exhibitors using a self-service portal to update information from any device of their choice.

**Error-Proof Floor Plan Mapping**
Managing floor plan layout, booth assignments, pavilions, and non-exhibit space, including exhibitor booth moves, upgrades, downgrades and cancellations, is easy with intuitive interface and logs.

**Secure Integrations with Reg. AMS, CRM, GSC, & More**
Suppliers use role-based web services to access information they need in a2z, without exposing sensitive data.
**Custom Branding**
Whether it is your website or mobile app, brand it for your event with custom colors, layouts and images.

**Online Exhibit & Sponsorship Sales**
Implement YOUR unique workflow for exhibit and sponsorship sales. Maximize sales by augmenting "high-touch" selling, or completely automate the process, or any combination thereof. Leverage dynamic pricing engine to increase your yield.

**Automate Accounts Receivables**
Easily manage orders, print or e-mail invoices and collect payments online to expedite cash flow.

**Extensible User Fields**
Custom exhibitor, attendee, session and speaker user fields eliminate external data collection sources and spreadsheets to give you streamlined reports at your fingertips.

**Automated Communications**
Send branded confirmation letters, invoices, reminders, etc. to exhibitors, sponsors and speakers efficiently from one portal.

**Branded Marketing + Support**
Well-planned campaigns including emails, videos and end user support drive up utilization as shown in the comprehensive post-event ROI report.

**Peer-to-Peer Networking**
Let attendees at your event connect and network with each other, without suppliers spamming your buyers or suitcasing, thanks to built-in security and privacy permissions.

**Intelligent Matchmaking**
Generate recommended matches for event participants based on precise matching criteria.

**Dynamic Dashboards**
Dynamic dashboards let you quickly review key performance indicators for your events.

**Attendee Acquisition**
Augment attendee promotion efforts by giving exhibitors and speakers the power to promote your event to their networks.

**My Accounts Page for Exhibitors**
Allow exhibitors and sponsors to log in via secure, PCI-compliant portal to view/print invoices and make payments via PayPal PayflowPro.

**Exposure, Leads & ROI for Exhibitors**
Enhanced digital content on web and mobile provides more exposure, generates pre-show leads, and increases ROI for exhibitors.

**Peer-to-Peer Networking**
Whether it is your website or mobile app, brand it for your event with custom colors, layouts and images.
More Features:

Exposition:
- Onsite & Offsite Space Draw
- Weekly Pacing Report
- Pavilion & Co-location
- Priority Points
- Exhibitor Appointed Contractor
- Booth Personnel Allocation
- Multiple Contacts
- Non-exhibiting Spaces
- Texturing
- Lockbox Import
- Exhibitor Forms
- Move-In/Out

Conference:
- Sessions & Speakers
- Tracks
- Handouts

Mobile:
- Multi-event Apps
- Multi-lingual Apps
- Extensive Offline Capabilities
- Walking Map
- Push Notifications
- Social Media Integration

Visit our website for the complete features list.

Learn more or schedule a demo:

443-393-2443
sales@a2zinc.net
www.a2zinc.net

Call for Proposals & Grading
Collect proposals online and let committee members grade them using any device.

Session Q&A, Surveys, & Notes
Attendees maximize their participation with advanced tools like surveys, Q&A, polls and notes.

Strategic Analysis Report
Get an extensive analysis of exhibitor and attendee behavioral data providing key insights into the health and growth potential of your event.

Beacons
Push proximity based notifications or design onsite games for attendees in the mobile app using powerful beacon technology.

Secure Speaker Self-Service Portal
Streamlined tools for uploading bios, handouts and photos, and optional promotion widget make speakers your brand ambassadors.

Gamification
Engage attendees at your event using gamification powered by beacons, QR codes, or based on activities.
Did you know?

- 1,200+ events powered annually
- 45% market share in North America
- 50,000+ exhibitors use a2z's online exhibit contract to buy booth space annually
- $1.5+ billion in exhibit sales managed
- 95%+ annual client retention rate

"I would not be in this excellent position today without a2z. They address every problem and consider our best interests. They want us to have the best outcome possible."

Shelly Urish, Trade Show Manager, Golf Course Superintendents Association of America