
a2z serves organizations and professionals with high-quality content and state-of-the-art solutions, enabling them to forge new connections and strong communities, generating economic growth for the entire ecosystem.

a2z provides powerful cloud-based event management and marketing tools that grow your brand by accelerating booth sales, boosting revenue, enhancing engagement and value for event participants. a2z’s solutions are used by more shows on the Top 250, Gold 100, and Fastest 50 lists than any other event management software provider in the industry.

Increased & Expedited Sales
Engaging Attendee Tools
Excellent Customer Service & Support
Improved Attendee & Exhibitor ROI
Increased Operational Efficiency
Secure PCI Compliant System

LEARN MORE OR SCHEDULE A DEMO:
443-393-2443 sales@a2zinc.net www.a2zinc.net
**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 Registration, 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 secure system that has been PCI compliant since 2008.

- **Multi-Year, Multi-Event Architecture**
  Manage all your events in one database. Create and compare cross-event reports with one global admin system.

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**Online Exhibit 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 a dynamic pricing engine to increase your yield.

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**Online Sponsorship Sales**
Easily configure, bundle, and sell all of your sponsorships online with an interactive gallery.

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

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

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

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**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 our intuitive interface and fast interactions.
Dynamic Dashboards & Detailed Analytics
Review key performance indicators and multi-dimensional data for your events.

Streamlined Collection of Show Guide Info
Simplify the collection, organization, and export of data for the show guide. Enable exhibitors to use a self-service portal to update their information from any device of their choice.

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.

My Accounts Page for Exhibitors
Allow exhibitors and sponsors to log in via the secure, PCI-compliant portal to view/print invoices and make payments using an authorized gateway.

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

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

Session Q&A, Surveys, & Notes
Maximize attendee participation with advanced personalization tools like surveys, Q&A, polls and notes.

Intelligent Matchmaking
Generate recommended buyers and suppliers for event participants based on precise matching criteria.

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

Branded Promotion + Support
Well-planned marketing campaigns including emails, videos, and end-user support drive up adoption and utilization as shown in the comprehensive event analytics.

Streamlined Communications
Send branded confirmation emails letters, invoices, reminders, etc. to exhibitors, sponsors and speakers efficiently from one portal.
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:
- Facilitated Attendee Journey
- Multi-event, Multi-lingual, Apps
- Extensive Offline Capabilities
- Gamification Features
- Push Notifications

More Features:
- Responsive & Adaptive
  Integrated end-to-end solution adapts and responds to the event admin and participants' needs on the go.

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

- Custom Branding
  Whether it is your website or mobile app, brand it for your event with custom colors, layouts and images.

- Attendee Acquisition
  Augment attendee promotion efforts by giving exhibitors and speakers the power to promote your event to their direct audience.

- Attendee Planning Tools
  Users build personalized itineraries by adding sessions and scheduling appointments. Mark favorite exhibitors and peers to meet at the event. Seamless sync between event website and mobile app.

Ask us about

FloorplanGenie
Free, online floorplan management service.
floorplangenie.com

MyEventPlan
Fully-featured mobile app, available at zero additional cost to a2z clients.
chirpe.com

VIBE
360-degree, turnkey VIP programs for your events.
generate.a2zinc.net/vibe

Learn more or schedule a demo:
443-393-2443
sales@a2zinc.net
www.a2zinc.net
“a2z is great to work with. They have 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
Exhibits Manager
AHIMA

“I could not be more impressed by the a2z product or the support team behind it. My account manager has been very helpful in terms of providing information about the various product options and explaining how these can be tailored to suit our needs. The training sessions are unparalleled in their value and the project managers have helped me to learn about and understand the various system components. I am spoiled by (and most appreciative of) the almost immediate response to every one of my emails.”

Carol Hall
Exhibit Sales Manager | Advertising & Exhibit Sales
APA

“We’ve been a2z customers for more than 10 years. Not only do they update their products with cutting edge technology and features, but their support team is fast, friendly and responsive. We’re loyal a2z customers because they deliver exactly what we need to give our exhibitors and prospects a logical, intuitive and customer-friendly experience when selecting and reserving exhibit space for AACN’s annual Critical Care Exposition.”

Randy Bauler
Corporate Relations & Exhibits Director
AACN

“We have been working with a2z for 3 years, and we have seen strong returns on our investments. The a2z team is a delight to work with – always offering up great advice and time-saving operational tips, as well as finding ways to help increase attendee and exhibitor engagement through the digital floor plan. We use their solutions for our small and large shows, and cannot imagine doing business any other way!”

Kelli Wondra
VP, Exhibitor Operations
National Retail Federation

“Events are affected by countless measurable variables. Finally getting a firm grip on this data quickly and seeing a panoramic view of your wins and losses instills a better degree of business confidence and adaptability as you plan for the future. With STAR, we’re able to focus on shrinking the actual margin between attendee and exhibitor expectations – and growing our actual margin for profit.”

Tim Chambers
Event Marketing Team Lead
Pennwell
a2z in Numbers

2017

- Extended visibility to exhibiting companies via the a2z-powered event websites and interactive floor plans.
- Total unique web visitors on the a2z-powered event websites: 16,702,013
- Total NSF in exhibit space managed using a2z’s technology platform: 2,647,232
- Total NSF in exhibit space managed using a2z’s technology platform: 2,647,232
- Total educational and promotional emails sent to event participants by a2z: 2,647,232
- Total payments processed on a2z’s PCI-compliant ecommerce platform: $1,083,000,000
- Total training hours conducted by a2z’s education team: 500+
- Total exhibiting companies served on the a2z-powered expo management platform and event websites: 200,335

Booth Profile Views: 31,005,875
Total Visitors: 48,497,698
Total Exhibitors: 500+
Total NSF: 2,647,232
Emails Sent: 2,647,232
Payments Processed: $1,083,000,000
In Training: 500+
Exhibiting Companies: 200,335

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