

Exposition & Conference Management

Revised: April 9, 2012

MODULE	a2zShowEZ
a2z Framework Set-Up Module	
Technical Specifications	
Platform: Microsoft .NET	✓
Database: MS SQL Server 2005	✓
Architecture	✓
3-tier architecture with independent Data Access Layer, Business Logic Layer, and User Interface Layer allows deploying a2zShow to other devices, such as PDA, with modifications needed only in User Interface Layer	
Existing Integrations	✓
AutoCAD®, MS Office®, Registration, and General Service Contractors systems	
Search Engine Optimization	✓
Drive more traffic to your web site	
General Management	
2-Dimensional Role-based User Security Permissions	✓
Assign levels of administrative control to staff members allowing access to specific areas of the application and events	
Design and Content Management	
Content and User Interface	
Branding and Interface	✓
Give your event web site the branding that matches your corporate marketing guidelines	
Content Management (N/A with Microsite)	✓
Easily manage the content and navigation of the event web site using a WYSIWYG editor	
Stats & Traffic Reports	
Stats & Traffic Reports (N/A with Microsite)	✓
Track hits, sessions, page-views, referrals, and much more for your event web site	
Microsite with Branding	
Content and User Interface	
Branding and Interface	✓
Masthead & colors to match with your event website.	
Navigation	✓
Left-navigation	
Exposition Marketing & Management Module	
Attendee Features	
Exhibitor List	✓
Real-time, complete listing of all exhibitors in the trade show	
Exhibitor Search	✓
Search for exhibitors by keyword or product category	
Advanced Exhibitor Search	✓
Search for exhibitors by keyword, product category, subcategory, country, state/province, hall and pavilion	
Floor Plan	✓
Interactive, real-time online floor plan with color coded booths in HTML, PDF and CAD-friendly formats	
Print Floor Plan	✓
State-of-the-art floor plan printing producing camera-ready, high-resolution PDF files that can handle large floors also	

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eBooth	✓
Allows attendees to find more information on exhibitors while looking at floor plan. Online Booth includes following features: <ul style="list-style-type: none"> • Company Name • Booth Number • Welcome Message • Exhibitor Profile • Contact Information – Contact person, title, address, city, state, zip, phone, fax, & e-mail • Map It – Ability to highlight the booth on the floor plan • Product Categories • Trackable Hyperlink • Logo/Image/Photo 	
My Expo Plan	✓
Create a list of exhibits to visit and print a personalized, color-coded floor plan	
E-mail Exhibitor	✓
Attendees can e-mail exhibitors	
Exhibitor Videos	✓
View videos posted by exhibitors in their online eBooth	
Event Map Ads	✓
View ads of participating exhibitors on floor plan	
Exhibitor Features	
Exhibitor Login	✓
Use unique User ID and Password to access exhibitor tools	
Exhibitor Password Retrieval	✓
Exhibitor password retrieval by email	
Online Booth Setup	✓
Enter and modify the information for online booth and printed show directory	
Video Management	✓
Post videos in online booth	
Event Map Ads	✓
Build visibility with static banner on floor plan	
Admin Features	
Exhibitor Database Management	✓
Manage master exhibitor list for the event, including: <ul style="list-style-type: none"> • Company Name • Company Contact Prefix • Company Contact First Name • Company Contact Last Name • Company Contact Suffix • Company Contact Title • Address Line 1 • Address Line 2 • City • State • Zip • Country • Phone • Toll Free • Fax • E-mail • URL • Priority Points • Description • Notes 	

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Floor Plan Management	✓
Easy point-and-click tools to manage all aspects of expo floor plan: <ul style="list-style-type: none"> • Merge, split, delete, add, and resize booths • Instantly assign booths from the exhibitor database • Reserve, confirm, and cancel booths • Rename/renumber booths • Move an exhibitor from one booth to another. All information for the exhibitor automatically moves to the new booth. • Add a new exhibitor to the database • Display columns, electrical ports, etc. 	
Measurement Units	✓
Manage your floor plan in Imperial (feet & inches) or Metric (meters & centimeters) units	
Non-Exhibiting Space Management	✓
Manage meeting rooms, registration area, lounges, etc.	
Restrictions Management	✓
Manage fire aisles, freight-free aisles, etc. where no booths can be placed	
Markings	✓
Draw, edit and delete outlines and write text captions on the floor plan using custom colors, fonts and text formatting	
Floor Plan for Supporting On-site Booth Sales	✓
Floor plan view that refreshes every 30/60/90 seconds to show prospective exhibitors which booths are available and which booths have been sold	
Texturing	✓
Highlight booths on floor plan by providing different criteria, including company, pavilion, sales person, product category/subcategory, competitor/partner, booth area and dimensions	
Print Wizard	✓
Step-by-step wizard for printing of floor plans with custom scale, paper size, views, etc.	
Manage Co-exhibitors	✓
Manage companies co-exhibiting in your event	
Manage Exhibitor Profile & Product Categories	✓
Let exhibitors do the work and enter all the information for you	
Booth Confirmation Letters - E-mail or Print	✓
Automatically generate confirmation letters for your exhibitors in MS Word or HTML	
Show Directory Builder	✓
Compile all the information for printed show directory with only a few clicks	
E-mail Broadcast Confirmation Letters	✓
Send confirmation letters to the exhibitors	
E-mail Broadcast Reminder E-mail to Exhibitors	✓
Send reminder e-mails to the exhibitors who have not provided information for their online booths and the exhibitor guide	
Event Map Ads	✓
Generate revenue selling static banners on the floor plan	
Multiple Layers/Views for Floor Plan	✓
Display different views of the base floor plan image to show / hide walls, entrances, floor ports, low-ceiling area, restrooms, etc	
Manage Multiple Halls	✓
Manage floor plans for exhibition facilities with multiple halls	
Manage Multiple Pavilions	✓
Manage a group presentation of different companies on the floor plan for the purpose of generating collected impact	
Manage Sub-expo	✓
Manage groups of booths for reporting purposes, listings, searches etc.	
Upgrade/Downgrade/Cancellation Management	✓
While upgrading, downgrading, or cancelling an exhibitor, track the reason for change.	
Manage Online Booth Configuration	✓
Sell enhanced online booths and generate more revenue for your organization	

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Company History	
Booth History View the booth purchased by a Company in the various events where they have participated	✓
Overall Financial History View the overall history of a Company across various events where they have participated	✓
Order/Item History View all items ordered by exhibitors for all events	✓
Reports (Output Formats: HTML, MS Word, MS Excel, PDF, ASCII, XML)	
Exhibitor Reports Powerful and flexible a2z reporting engine allows administrators to build their own reports	✓
Booth Change Log Report Searchable record of all the changes made on the show floor	✓
Booth Inventory Report Real-time inventory of booths	✓
Show Directory: Exhibitor Profile Report Profiles of all the exhibitors in the show	✓
Show Directory: Product Guide List of exhibitors with booth numbers for each product category	✓
Show Directory: Missing Exhibitor Information List of exhibitors who have not provided the information for the show directory	✓
Booth Activity Report Provides details of activities in each exhibitor's online booth	✓
Upgrade/Downgrade/Cancellation Report List of all of the upgrades, downgrades, and cancellations along with the reasons	✓
Enhanced eBooth Packages	
Admin Features	
Create and Manage Online eBooth Configuration Sell enhanced online eBooths and generate more revenue for your organization	✓
Exhibitor Logos for Online eBooths Allows exhibitors to display their logo in their online booth (similar to adding a logo to their listing in your printed exhibitor show guide/directory)	✓
Floor Plan Logo Sell your exhibitors the ability to display their logo on their booth on the floor plan	✓
Attendee Features	
Product Search Search for the products displayed in the online booths. View name, description and photos of products	✓
Press Releases Search & view press releases from exhibitors	✓
Show Specials Search & view show specials, deals, contests or giveaways from exhibitors	✓
New Product Showcase View new products being showcased at the show	✓
Exhibitor Videos View videos posted by exhibitors in their online eBooth	✓
Exhibitor Features	
Product Management Add unlimited product names and descriptions with photos to promote and display in your online booth	✓
Press Release Management Publish press releases online	✓
Show Specials Management Get additional exposure by promoting your Show Specials (discounts, giveaways, etc.) online	✓

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New Product Showcase	✓
Add unlimited new product announcements to the online booth	
Floor Plan Logo	✓
Display your logo on your booth on the floor plan with sponsorship	
Exhibitor Social Media Listings	
Social Media Listings for Exhibitors	✓
Exhibitor can provide links to their social media portals	
Attendees can view and follow Facebook, LinkedIn, Twitter, and other social media links for participating exhibitors	
Online Booth Reservations/Sales	
Online Booth Reservation/Sales for Exhibitors	✓
<p>Allow new and previous exhibitors to reserve booth online</p> <ul style="list-style-type: none"> • Potential exhibitor logs on to the site using company password or creates new login account • Select booth(s) from online floor plan (HTML version) by clicking on booth and clicking submit • System checks if configuration is valid (if more than one booth, they must be adjacent) • Upon successful submission, system takes user to payment information screen. Available payment options include: <ul style="list-style-type: none"> - Credit card (required to supply credit card information) - Sending check by mail within x days <p>Payment information is captured by the system. Payment is processed by show organizer at the time of confirming booth.</p>	
Automatic E-mail Notification upon online booth reservation	✓
Upon successful submission, booth is marked reserved (not assigned). A notification is sent in real-time to Show Manager identifying that company X has reserved booth Y.	
Online Booth Confirmation	✓
Reviews booth reservation information, including payment details, and confirm/decline the booth. If confirmed, the booth is marked occupied by the Exhibitor X. Actual payment is processed/recorded by show manager in a2z Financial module or their own AMS or CRM program.	
Exposition Financial Management	
Exhibitor Features	
Real-time Account Access	✓
Real-time access to summary statements, orders, invoices, payments to exhibitors.	
Online Payment	✓
Real-time online payment option for exhibitors.	
Admin Features	
Exhibitor Financial Management	✓
Manage all aspects of your exhibitor financial info with powerful and flexible reporting tools	
Manage Event Budget	✓
Manage forecast & revenue target for the selected event	
Setup Rate Card	✓
Manage a rate card for the item list, including item name, type, general ledger code, price and inventory, etc.	
Setup GL Codes	✓
Set up General Ledger Codes for the items for sale for integration with in-house accounting systems	
Bulk Invoicing	✓
Create and send bulk invoices within minutes with the click of a few buttons	
Manage Orders	✓
Add, edit and delete orders for a company	
Manage Invoices	✓
Add, edit, delete, print and e-mail invoices for a company	
Manage Payments	✓
Add, edit and delete payments for a company	
Generate Statements	✓
Printable, downloadable statements in MS Word and HTML formats	
E-mail Broadcast Invoices	✓
Send invoices using flexible criteria, such as invoices created in last 2 weeks, unpaid invoiced, etc.	

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Reports (Output Formats: HTML, MS Word, MS Excel, PDF, ASCII, XML)	
Financial Summary Report Overall financial summary for each event.	✓
Order Reports Build your own configurable report and query the orders for the exhibitors	✓
Invoice Reports Build your own configurable report and query the invoices for the exhibitors	✓
Account Statement Report View the Account Statement details for each exhibitor for a particular Show	✓
Billing Summary Report	✓
Accounts Receivables View the balance amount for exhibitors based on the aging of the amount due for a given show	✓
Deposit Slip Report View the deposit slip details for a particular show	✓
Deposit Slip Summary Report View the summary details for all Payment IDs (Deposit Slip ID's)	✓
Transaction Summary Report View the transaction summary details for different items	✓
Transaction Detail Report View the transaction details for different items	✓
Revenue Summary View the revenue details for each Show on the basis of show budget and current projection	✓
Summary Report by Item View the summary details for a particular show	✓
Detail Report by Item View the payment details for Companies based on the rate plan selected.	✓
Financial Revenue By State View the revenue by state for a particular show	✓
Revenue by Company View the payment details by company	✓
Sponsorship Report	✓
Exhibition Sales Reports - Exhibition Space Revenue View a comparison report on Revenue for current and previous event	✓
Product Category Analysis Report - by Revenue	✓
Weekly Sales and Pacing Report	
Weekly Sales and Pacing Report Generate a real-time comprehensive report to access Key Performance Indicators (KPI) for your show and analyze their pacing against targets and/or previous show	✓
Contractor Management	
Contractor Features	
Real-time Access Provide real-time data access to your Contractors instead of sending lists.	✓
Exhibitor List Real-time access to downloadable exhibitor list	✓
Booth Inventory Real-time access to booth inventory	✓
Booth Change Log Real-time access to all the changes made on the show floor	✓
Download for AutoCAD® Download online floor plan to AutoCAD	✓

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Booth Cancellation Report	✓
Chronological list of exhibitors who have cancelled their booths.	
Move Exhibitor Report	✓
Chronological list of exhibitors who have moved from one booth to another.	
Conference Marketing & Management	
Attendee Features	
Conference Overview	✓
Real-time complete listing of programs, session descriptions, schedules, venues, and more	
Interactive Program Schedule	✓
Searchable list of educational sessions and details with multiple tracks, and speaker bios, photo and contact information	
Personalized Itinerary	✓
Registered attendees can create and print personalized conference itinerary	
Export Calendar to Outlook	✓
Users can export session selections to Outlook directly from your event web site	
Admin Features	
Session Management	✓
Add or edit an session, edit session title, date & time, venue, and details, etc. in real-time	
Speaker Management	✓
Associate speakers with sessions and manage complete speaker database	
Handout Management	✓
Manage handouts for various sessions	
Session Type Management*	✓
Manage not only educational but all types of events, such as sessions, social events, workshops, etc.	
Session Sponsor Logo	✓
Display your sponsors' logos on session descriptions	
Track Management	✓
Manage various tracks for the event and associate sessions to tracks	
Reports (Output Formats: HTML, MS Word, MS Excel, PDF, ASCII, XML)	
Session Reports	✓
Provide session title, room number, date & time, and other details	
Speaker Reports	✓
Provide complete speaker description	
Speaker Showcase	
List of all of the speakers and the sessions in which they are speaking	
Personal Itinerary Report	✓
Provides the number of users who have added a session to their personal itinerary	
Room Overlap Report	✓
Provides a list of all of the session by room, sorted by date & time. Overlapping sessions in a room are highlighted	
Session Description	✓
List of sessions in chronological order with their date & time, location, speakers, etc.	

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Banner Ad Revenue Module	
Exhibitor Features	
Rotating Banner Ads	✓
You can set-up and offer rotating banner ads on one or more of your a2z show web site pages to one or a dozen different exhibitors. And all ad revenue goes to you	
Show Web Site Sponsorship Ad	✓
Set-up and offer a single exhibitor, premium sponsorship of your show web site with their discretely displayed on all pages	
Admin Features	
Trackable Banner Ad Reports	✓
a2z automatically creates real-time reports so you can track and share how many hits, click-thrus and visits your banner advertisers and sponsors get on your show website	

* Requires Conference Management and Marketing Module