

Powerful online matchmaking, networking, automated lead generation, and appointment scheduling program that can be installed as an a2zShow or a2zShowEZ module or as a stand-alone solution.

- ✓ Multi-year, multi-event system to give a true picture of the event
- ✓ Event branding with seamless integration with organization/event website
- ✓ Event personalization and ROI based on real-time event data
- ✓ Contact Identity Mapping (CIM) automatically organizes matches based on preferences
- ✓ Attendee-to-Exhibitor-to-Session matchmaking
- ✓ Real-time fulfillment of sponsorship and advertising with online payment processing
- ✓ Enhanced online booths for exhibitor provide more revenue for show organizer
- ✓ Automatic lead generation and appointment scheduling
- ✓ Automatic e-mail alerts about new matches to each participant based on their own preference
- ✓ Create, save, print and download personalized itinerary and appointment calendar
- ✓ Create, save, print and download personalized color coded expo plan
- ✓ Integration with most registration systems and all of a2z's relative programs and modules
- ✓ Automated system with minimum admin interaction required
- ✓ Powerful reporting engine with canned and custom reports

*Visit [www.a2zinc.net](http://www.a2zinc.net) for the complete features and benefits list.*

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### **About a2z, Inc.**

a2z, Inc. provides event organizers with a powerful web-based software suite that helps increase and accelerate booth sales. Our clients realize improved productivity in back office processes; increased connectivity with their membership, CRM and financial databases; and an improved web presence for their attendees and exhibitors. Our features include online floor plans, event sites, abstract/speaker management, matchmaking tools, personal itinerary builder, plus much more. More than 120 associations and show organizers deploy our solutions to manage over 500 shows annually, including 40+ of the TSW Top 200.

### **Other Products and Services**

#### **a2zShow:**

Enterprise-level event management software contains a full suite of tools required to manage and market expositions, conferences and seminars, including built-in integration with in-house accounting, AMS, CRM and CAD systems.

#### **a2zShowEZ**

Quick-delivery suite of most-often used tools required to manage and market expositions, conferences and seminars, plus full expo financials, and optional integration with CRM systems.

#### **a2zShowFloorPlan**

Real-time, interactive, online software lets expo managers view, manage and update floor layout and exhibitor data with the click of a button, without requiring specialized CAD software.

Enterprise-level event management software contains a full suite of tools required to manage and market expositions, conferences and seminars.

- ✓ Central event management system to plan, publish and measure all your events
- ✓ Exposition management and marketing with event personalization and ROI
- ✓ Online, onsite, and offline booth reservations and sales with online and offline payments
- ✓ Full expo financial tracking and auditing
- ✓ Matchmaking, networking, automatic lead generation, and appointment scheduling
- ✓ Self-serve exhibitor tools with configurable upgrade packages
- ✓ Real-time, personalizable, printable floor plan with graphical reports
- ✓ Conference and speaker management with automated call for papers
- ✓ Web site branding to match organization and/or event style guide
- ✓ WYSIWYG content and marketing template management
- ✓ Secure admin access to specific events and tasks for each staff member
- ✓ Context-based online banner ads for increased event revenue
- ✓ Integration with in-house accounting, AMS, CRM, CAD and legacy systems
- ✓ Booth space application management with built-in support for priority points
- ✓ Contractor and Registration vendor logins for secure access to real-time data

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### **Other Products and Services**

#### **a2zNetZone:**

Powerful online matchmaking, networking, automated lead generation and appointment scheduling program for conferences and expositions can be installed as an a2zShow or a2zShowEZ module or as a stand-alone solution.

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- ✓ Exposition management and marketing with event personalization and ROI
- ✓ Online, onsite, and offline booth reservation with online and offline payments
- ✓ Full expo financial tracking and auditing
- ✓ Matchmaking, networking, automatic lead generation, and appointment scheduling
- ✓ Self-serve exhibitor tools for improved event ROI
- ✓ Real-time, printable floor plan with personalization tools and graphical reports
- ✓ Conference management and marketing with session management and itinerary builder
- ✓ Central event management system to plan, publish and measure all your events
- ✓ Web site branding to match organization and/or event style guide
- ✓ WYSIWYG content and marketing template management
- ✓ Secure admin access to specific events and tasks for each staff member
- ✓ Printed show directory compiled automatically using custom layout
- ✓ Integration with CRM and CAD systems
- ✓ Contractor and Registration vendor logins for secure access to real-time data
- ✓ Powerful reporting engine with canned and custom reports

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- ✓ Real-time, color-coded online floor plan to show available, reserved and sold booths
- ✓ Multi-year, multi-event system to give a true picture of the event
- ✓ E-mail and print confirmation letter and reminders to exhibitors
- ✓ Trackable hyperlink to exhibitor profile or web site
- ✓ Create, save, print and download personalized color coded expo plan
- ✓ Easy online floor plan set-up using the CAD provided by General Service Contractor
- ✓ Secure admin access to specific events and tasks for each staff member
- ✓ Manage exhibitor and co-exhibitor data across all events, from year to year
- ✓ Sell booths for next year's expo at this year's event
- ✓ Manage non-exhibiting spaces like meeting rooms, registration area, lounges, etc.
- ✓ Manage restricted areas like fire aisles, freight-free aisles, etc.
- ✓ Manage outlines and text captions using custom colors, fonts and formatting
- ✓ Powerful reporting engine with canned and custom reports
- ✓ Searchable and auditable record of all the changes made on the show floor

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