

Exposition & Conference Management

Revised: April 9, 2012

MODULE	a2zFloorPlan
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	
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	
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	

MODULE	a2zFloorPlan
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 	
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	

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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	
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	
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	
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.	