GAME / CHANGERS

NRF® NATIONAL RETAIL FEDERATION®

National Retail Federation Case Study

A2Z Events Make Sense for World's Largest Retail Trade Association

The pre-eminent organization for retailers worldwide, the National Retail Federation (NRF) represents discount and department stores, home goods and specialty boutiques, Main Street merchants, grocers, wholesalers, chain restaurants and eCommerce giants. They hold some of North America's biggest conferences and trade shows throughout the year, including Retail's BIG Show that draws about 34,000 attendees and 600 exhibiting companies in approximately 225,000 net square feet of exhibit space. NRF uses A2Z Events' global administration capabilities across its multi-event portfolio to streamline management of its data and grow its shows.

1,000

Number of speaker proposals processed by A2Z Events annually. This provides show management with a broad selection of real-time and historical reports.

From Manual to Digital

Before NRF began using A2Z Events in 2006, the group used a variety of tools, including manual spreadsheets, to manage the online floor plan, conference content and calls for presentations. They were unable to leverage consolidated information with logistics being managed across multiple applications. Staff was required to export and import data from one software platform to another and manual tools made it difficult to manage multiple levels of access to information. "We wanted to find a single system to make operations easier," says Mark Bogdansky, Vice President Exhibit Operations at National Retail Federation.

The primary challenge for this closely held, private company? How to scale their systems to process a growing number of sales without adding additional staff.

Multiple Events, One Unified Solution

Nearly a decade ago, NRF selected A2Z Events with its unified global administration capabilities, to provide real-time management and reporting capabilities and eliminate redundancies. At present, Bogdansky's team uses the platform to securely manage an average of ten events per year—a portfolio that represents more than 325,000 net square feet and over $25 million in transactions. As NRF's trusted partner, A2Z Events processes approximately 1,000 NRF speaker proposals annually and provides show management with a broad selection of real-time and historical reports.

Instant Snapshots

The global administration system made it possible for NRF to consolidate data from all of its events into one database, accessible through a single dashboard. Maintaining one central system makes it easier to transfer data to outside applications, such as a mobile app, and monitor logins so that individuals—contractors or other software developers, for example—can only access the information they are authorized to obtain.

"With A2Z Events' Global Admin, it's very easy to access exhibitor information from past years. For each show, we can get a really good snapshot of how much space we have left to sell, who the largest exhibitors are and how close we are to our goal without having to dig into the system," Bogdansky explains.

NRF's Present Yearly Snapshot with A2Z Events:

10
Average Number of Events

$25M
Total Transactions

325K
Net Square Footage

Next Steps

A2Z Events' technology has contributed significantly to NRF's success in not only expanding their event portfolio but also landing multiple times on the major lists for the fastest growing shows. Mark Bogdansky believes that A2Z Events has been a vital component to NRF's success. "We are constantly looking at the technology landscape and trying to stay ahead of the curve. Because A2Z Events is such an important partner for us, one of the first questions we ask any new vendor is whether they have worked with A2Z Events, whether they can work with A2Z Events or if their API works with A2Z Events' platform," he says.

About A2Z Events

We offer a multi-event, multi-year system to meet a range of exposition management needs. Show organizers set up, manage and share the exposition floor plan online in real-time using access-level based admin access. Exhibitors use a secure portal to update their online and print directory information. Attendees plan for the exposition by searching for exhibitors, adding them to their favorites and creating a personalized walking map on any device. Visual dashboards and robust reporting provide mission critical data at show organizers' fingertips.

"With A2Z Events' Global Admin, it's very easy to access exhibitor information from past years. For each show, we can get a really good snapshot of how much space we have left to sell, who the largest exhibitors are and how close we are to our goal without having to dig into the system,"

MARK BOGANDSKY
Vice President Exhibit Operations, National Retail Federation

Learn More

Request a Demo at personifycorp.com