Deliver Rich Experiences

Engage attendees, delight exhibitors and grow your events

A2Z Events is the leading event management and optimization solution that enables organizations to create lasting relationships, grow revenue and deliver exceptional event experiences—from start to finish.

Our powerful, cloud-based exposition, conference and meeting management technology helps accelerate booth sales, augment revenue and increase value for attendees, exhibitors, sponsors and speakers.

Personify's A2Z Events is used by more shows on the TSE Gold 100 & Fastest 50 lists than any other event management software provider in the industry.

Drive Results with A2Z Events

Event Management & Marketing

- Floor plan management to streamline operations
- Online contracting and financial management that is seamless and responsive
- Business intelligence and strategic analysis reporting to improve performance and drive growth

- Revenue accelerator program to amplify ROI for exhibitors and show teams
- Exhibitor portal for self-service management of digital assets and company details
- Template management for booth space confirmation and exhibitor communication

Event Engagement & Networking

- Intelligent matchmaking to better connect exhibitors and attendees
- Hosted buyer scheduling to ensure value for both buyers and sellers

Conference Management & Marketing

- Speaker and session management
- Call for papers and proposal management
- Planning tools for attendees to build personalized experiences
- Interactive session features to maximize audience participation

Features and Benefits

A2Z Events comes standard with everything you need:

Multi-Year, Multi-Event Architecture: Manage all your events in a single database and create and compare cross-event reports in one global admin system.

Unparalleled Flexibility: Share mission-critical data across applications or with clients and partners with reliable integrations to AMS, CRM, registration systems and service providers for visibility across systems.

Powerful Reporting: Our robust reporting makes it easy for your team to understand event performance across the board, from administration to marketing, attendee behavior and beyond.

Comprehensive Support: Dedicated expertise for flawless event executions. Our experienced team is there for you throughout each stage of your project.

- Floor plan management
- Online sales and payments
- Business intelligence reporting and analytics
- Booth and sponsorship contracting
- Exhibitor portal
- Revenue accelerator program
- Financial management
- Exhibitor digital content
- PCI compliance
- Integration with Personify360

> **A2Z Events is great to work with. They have a 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 Events team, we wouldn't have had the success we enjoyed.**

Scott Craighead
Vice President of Exhibitions and Events, International Association of Exhibitions and Events

Our Commitment to Your Success

Our mission is to empower organizations to connect and engage with their constituents and create high-impact experiences for participants. Integrate A2Z Events with Personify's best-in-class solutions to gain a 360-view of you constituents, extend the conversation with attendees long after your event is over and drive actionable insights to grow your constituent base and further your mission.

Interested in Learning More?

Request a Demo at personifycorp.com