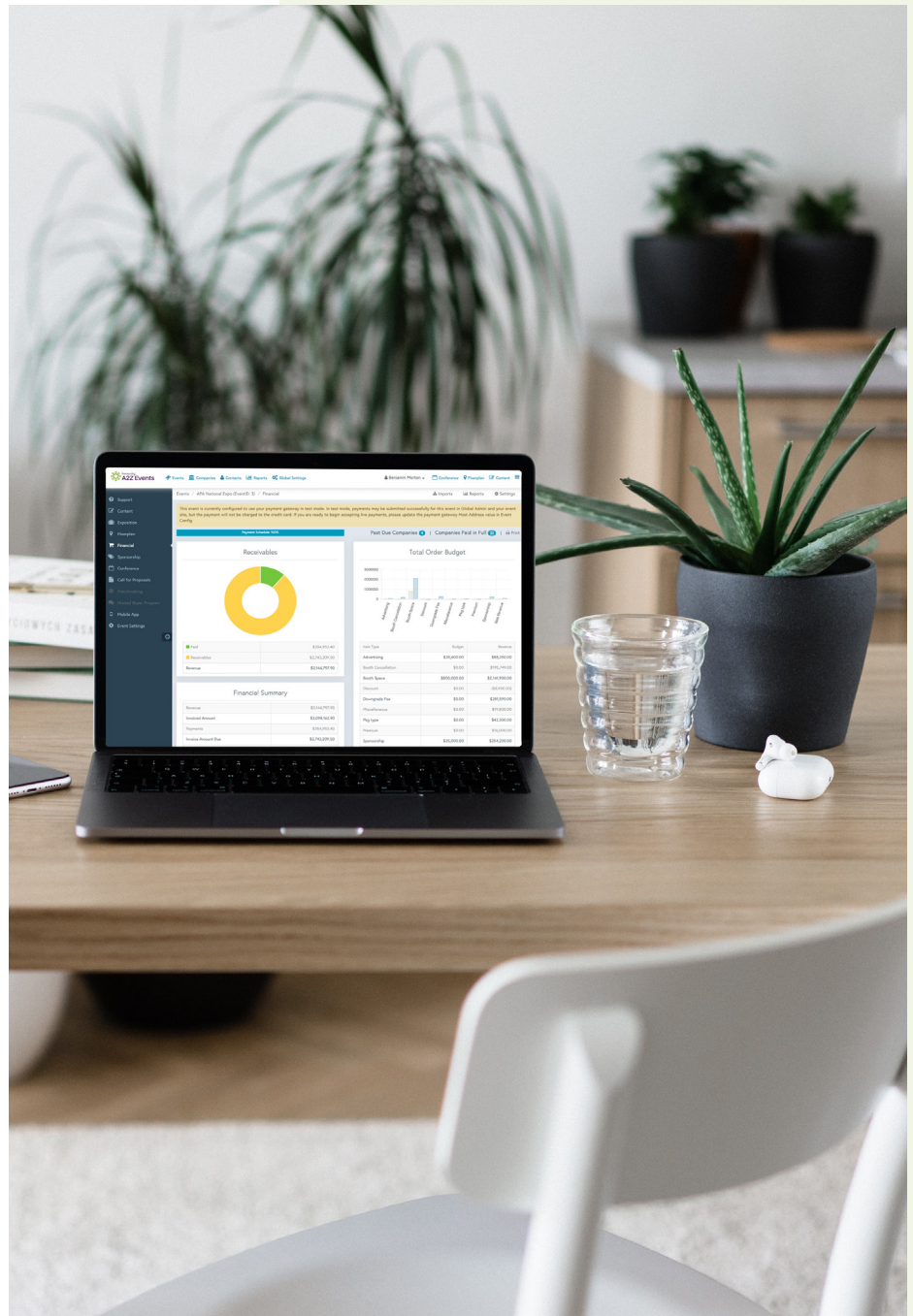




# Event Management Software Feature Guide

A2Z Events is the market's most comprehensive Event Management Solution running events of all sizes with a flexible, simple-to-use tool





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Seamlessly organize and execute unforgettable events of any size while simultaneously enjoying registration and tracking solutions that make accessing and reporting on event experiences effortless.

A2Z provides powerful tools to capture participant information, facilitate smooth check-ins and track engagement throughout the event.



## Benefits of A2Z

- ✔ STREAMLINE AND SIMPLIFY OPERATIONS
- ✔ IN-HOUSE SERVICES TEAM OF EVENT EXPERTS
- ✔ COMPREHENSIVE SOLUTION TO DRIVE REVENUE
- ✔ ROBUST REPORTING TO PROVE ROI
- ✔ EXPAND EXHIBITOR PROMOTION CHANNELS
- ✔ DRIVE BUSINESS DEVELOPMENT OPPORTUNITIES



# A2Z Events at a Glance

## Powerful GlobalHQ

Deliver unparalleled, multi-show visibility and control with industry-leading event management tools, robust reporting and financials and floor plan management. Show organizers never miss a beat with the extensive Business Intelligence (BI) that serves as the foundation of our GlobalHQ solution, designed to expand revenue opportunities and support data-driven decisions that promote growth for events of every size, year after year.



## Vibrant & Engaging Event Portal

Elevate the event experience and simplify setup for exhibitors and attendees alike with robust profiles, intuitive content editors and task management tool that get the to-do list done. The modern and intuitive system makes it easy to enhance networking and revenue opportunities with eye-catching content, Artificial Intelligence (AI)-driven matchmaking and meeting scheduling that drives closed business and builds revenue potential. Plus, our Mobile App makes it easier than ever to navigate and network on-the-go while at the event.



## RegTech

From Registration Forms and Check-In with pre-printed or on-demand badge printing to Lead Retrieval, Attendance Tracking and Assessments and Certifications, we have you covered in creating a seamless on-site experience with the data to back it up.





# GlobalHQ

The A2Z GlobalHQ is the central database and setup manager that houses all financial records and detailed reporting, show after show, year after year. It serves as the source of truth for show organizers to create and track individual events, the performance of annual shows in successive years and a wholistic view of your organization's entire event portfolio.



- ✓ Floor Plans
- ✓ Contact Database
- ✓ Financials
- ✓ Detailed Reporting

# Contact Database

As a powerful partner to our financial management capabilities, A2Z's robust Contact Database provides extensive options to configure, manage and track company and contact data from show to show, year after year.

## Contact Field Configuration

Contact records can be associated to multiple roles (Companies, Sessions, Proposals Submitter/Presenter, etc.) and offer options to apply additional custom fields when specialized data is required.

## Contact Types

Create contact types to streamline communications for specific exhibitor staff roles (Financial, Primary, Secondary, etc.) and easily associate them to one or more companies in the 'Contacts' table.

## Contact Imports

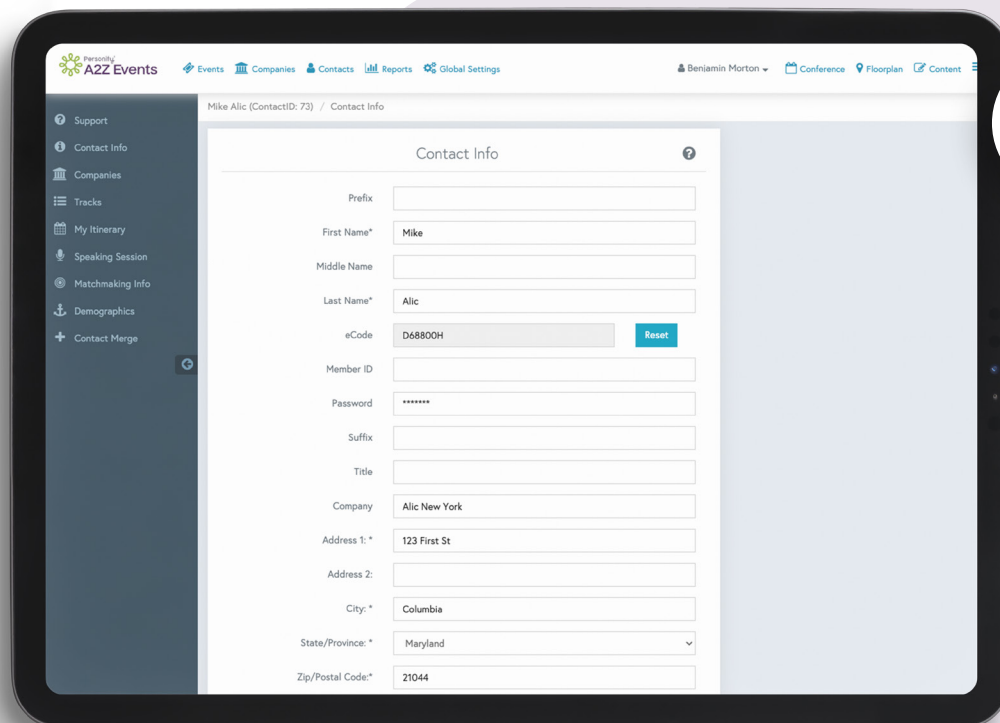
Leverage .CSV import files to easily import Contacts, Companies and Exhibitors to streamline your data entry process.

## Merge Contact Records

Merge all data from two records, maintaining all information in the Master Contact record.

## Contact Reporting

Configure the reports your team needs on contact-level information right within the 'Contact Report by Type' menu in the Reports panel.





# Financial Management & Reporting

A2Z Events provides sophisticated financials and reporting as the foundation of our event management system. Extensive configuration, automation and detailed data tracking allows your staff to monitor progress while focusing on creating memorable events that drive ROI instead of allocating time to manual tasks and invoicing.

## Business Intelligence & Reporting Engine

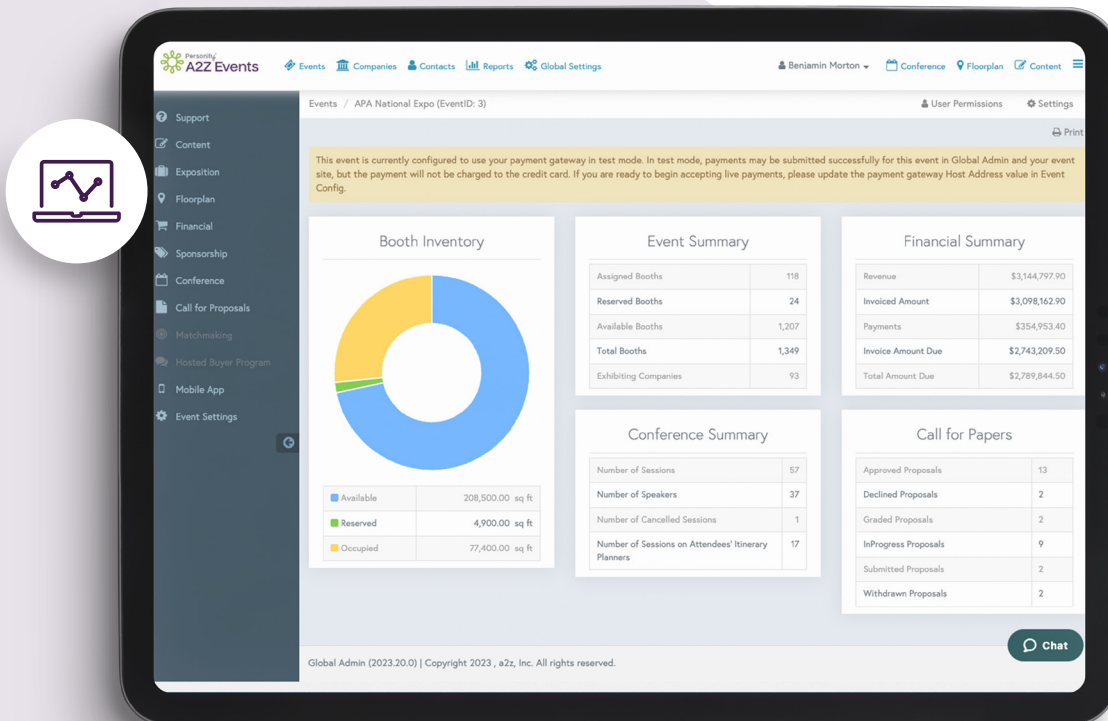
Oversee all your events in a single database and create and compare cross-event reports in one global system with unlimited users. Simplify administrative tasks and provide exhibitors, speakers and attendees with the power of self-service.

## Financial Management

Manage all aspects of your exhibitor and sponsor financial information with our powerful financial management tools that allow you to easily set up general ledger codes to track and manage all transactions and monitor your budget.

## Data Security

Our secure, PCI-compliant system provides access to a complete, real-time overview of budgets, sales and cash position across all events and year-to-year. Put your accounting team and board of directors at ease with detailed reports and accelerate cash flow via a secure e-commerce portal available 24/7/365 on any device.



# Floor Plan Management

Create and manage your floor plan while offering exhibitors and attendees alike a seamless experience. Deliver customized layouts that fit your space and event needs with intuitive exhibitor search and booth location tools that are easy to navigate and highlight key sponsors.

## Floor Plan Configuration Manager

Manage show floor attributes like lounges, pavilions and non-exhibit space with easy-to-navigate color and texturing designations.

## Booth Management

Quickly and easily perform exhibitor booth moves, merges, upgrades, downgrades and cancellations.

## Real-Time Plan View

The interactive floor plan allows attendees and exhibitors to see updates live as it displays available, occupied and reserved booths with color designations.

## Exhibitor List

Leverage the searchable list of booths and exhibitors right from the show floor map and click in to view their full company profiles and content.

## Reporting

Track and sort exhibitor data with detailed reporting, including booth change reports that compile listings of booths assigned, vacated or moved in chronological order. Visual dashboards and robust reporting provide mission-critical data in an easy-to-read format at show organizers' fingertips.

## Tools for Show Organizers

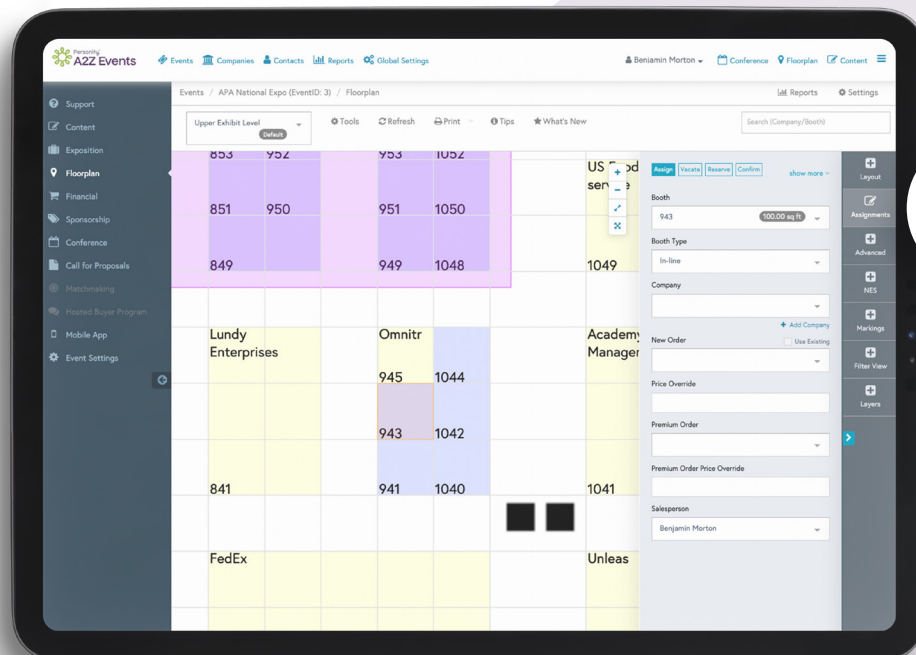
Show Organizers can easily set up, manage and share the expo floor plan online, in real-time, using level-based admin access.

## Tools for Exhibitors

Exhibitors use a secure, self-service interface to update their online and print directory information.

## Tools for Attendees

Attendees plan for the exposition by searching for exhibitors, adding them to the favorite list and creating a personalized printable walking map — all on any device of their choice.





# Event Portal

The one-stop location for each event's exhibitors, attendees and speakers to manage their information and engage with one another and their content. By offering a unique Event Portal for each event, you are able to prioritize their specific needs, setups and audiences while compiling the historic data of that event in GlobalHQ.

The Event Portal includes a robust set of tools that are designed to create vibrant and intuitive experiences for each event type and audience. A2Z allows your participants to come together within one interface to complete individual functional tasks and engage with each other before, during and after the event.



- ✓ Design Tools
- ✓ Exhibitor Contracts
- ✓ Event Experience
- ✓ Engagement Data

# Design & Configuration

The comprehensive design management tools provide easy and intuitive options to personalize the look and feel of the Event Portal to the brand of your organization or event franchise.

## Branding & Color Updates

Leverage codeless design tools that provide effortless color, logos, theme and graphic upload options that help you create a vibrant and on-brand site in no time.

## Home Page Editor

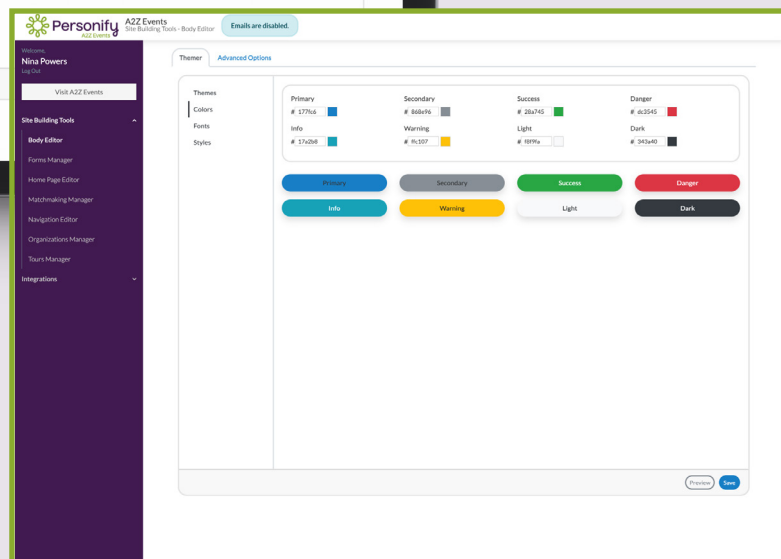
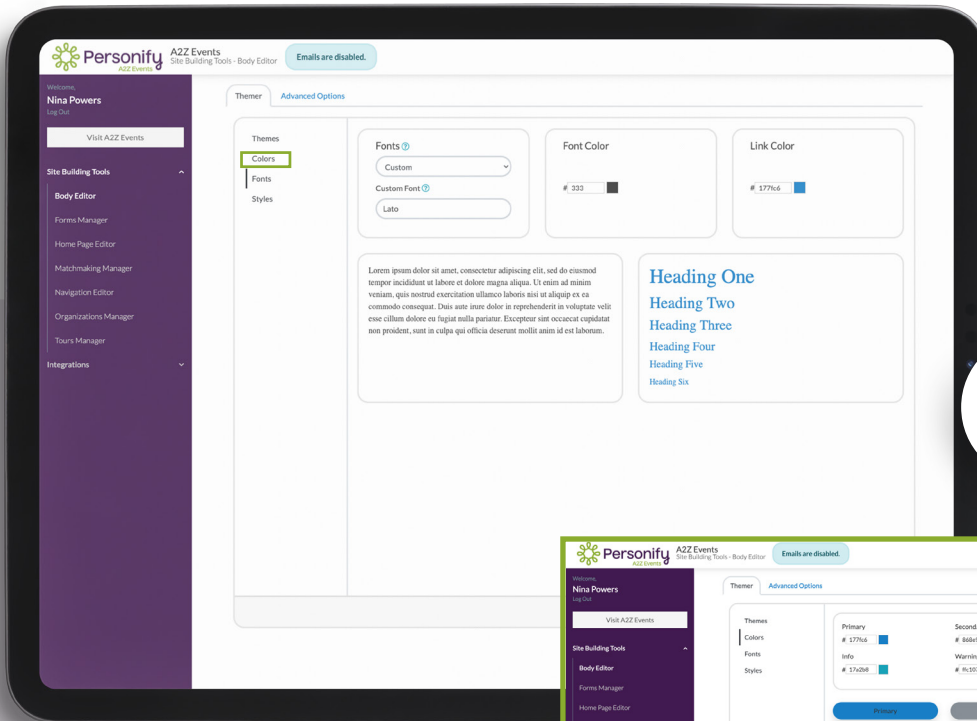
Provide an eye-catching landing page to promote and encourage registration for your event with sponsor logos, video display and calls-to-action in just a few clicks.

## Navigation Editor

Add and update navigation options with the click of a button using drag-and-drop functionality. Further personalize your navigation bar by user roles, restricting visibility of certain options with segmentation.

## Page Configuration Editor

Deliver a unique user experience for each of your events with page layout and content block configuration tools.





# Exhibitor Experience

Discover the most modern iteration of our A2Z Events offering and take the event experience for your exhibitors to a new level with an Event Portal that will delight and engage your eventgoers.

## Custom Forms

With our newly enhanced forms engine you can seamlessly capture the key information from your exhibitors, mark their tasks as complete when submitted and notify the designated show staff when new forms are received.

## Exhibitor Analytics

Not only will your exhibitors love the convenience and sleekness of their profile management, they will also gain invaluable insights into attendee interactions with their information and content. From profile and listing views to clicks on “Buy Now” or “Learn More” buttons, they can see the important information that will help drive revenue and ROI show after show.

## Exhibitor Tasks

Take the guesswork out of exhibitor task management. With just a few clicks, you can set up a new task for your exhibitors to view and manage right on their Exhibitor Hub. Each task can be a simple reminder, a clickable link to an external vendor or attached to a specific form within the Event Portal that requires completion. Track completion and send reminders with ease to ensure your exhibitors are ready when the show floor doors are opened.

## Tour Manager

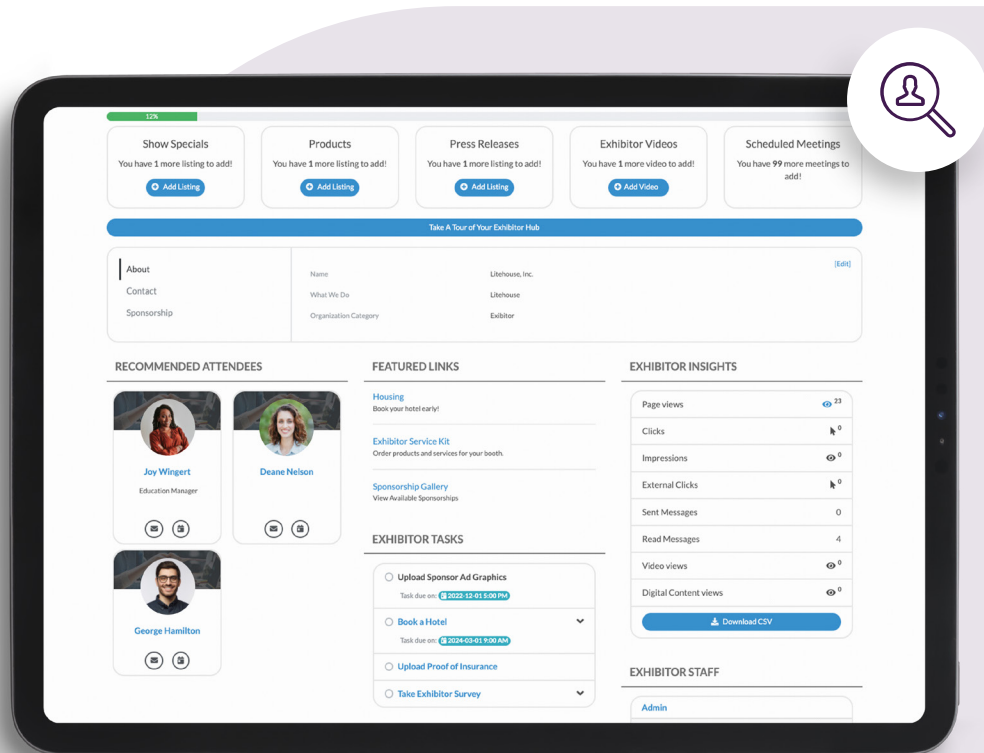
New training tours ensure end-users find the system intuitive and offer each exhibitor a guided walkthrough of how to leverage the full power and value of your event programming.

## Exhibitor Hub

The Exhibitor Hub page gives the exhibitors a dedicated page from which to manage their information and sponsorship benefits in a single location throughout the show cycle.

## Profile Completion Status

Just one more way A2Z will help you and your team focus on what is most important, our profile completion status allows show managers and exhibitors to track their progress. When a complete profile and vibrant listings can make or break their event, make sure your exhibitors are always one step ahead.



# Exhibitor Matchmaking

Matchmaking takes the guesswork out of networking and content placement for your next event. Leveraging the power of AI and custom interest tags, you can offer your exhibitors a truly personalized experience with tailored recommendations of organizations, listings and people they might want to engage with.

## Attendee Recommendations

Harness the power of AI to highlight attendees with interests and activity that align with exhibitor products and services.

## Direct Messaging

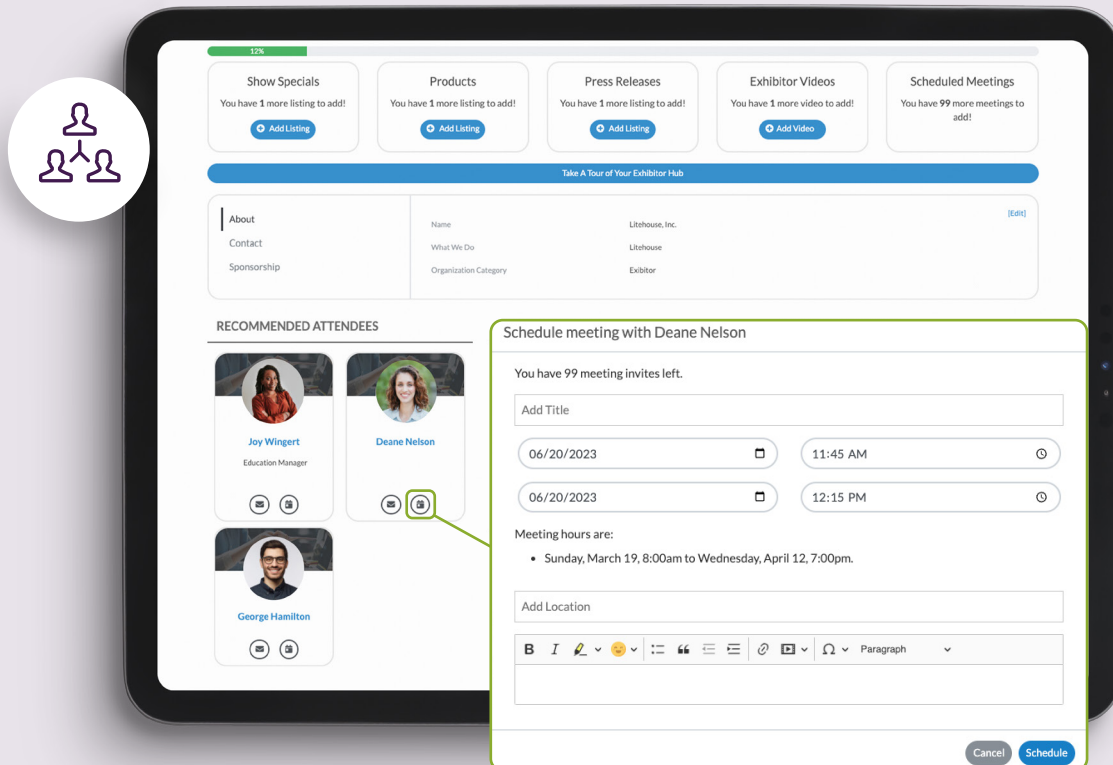
Networking and collaboration are at exhibitors' fingertips with easy and intuitive direct messaging functionality.

## Meeting Scheduling

In-platform meeting scheduling tools make networking and building business opportunities between attendees and exhibitors as simple as the click of a button. Send meeting requests directly to recommended attendees and manage meeting requests from attendees with your exhibit staff.

## My Meetings

Allow exhibitors to effortlessly view and manager their meetings, both meetings they own and those they are invited to attend, with their "My Meetings" page. Multiple calendar views make it easy to setup, reassign and manage their overall meeting schedule.





# Online Exhibitor Contracts

Our modern and intuitive online contracting tools drive staff efficiency through automation and provide exhibitors with a first impression that boosts investment potential.

## Booth Pricing Configuration

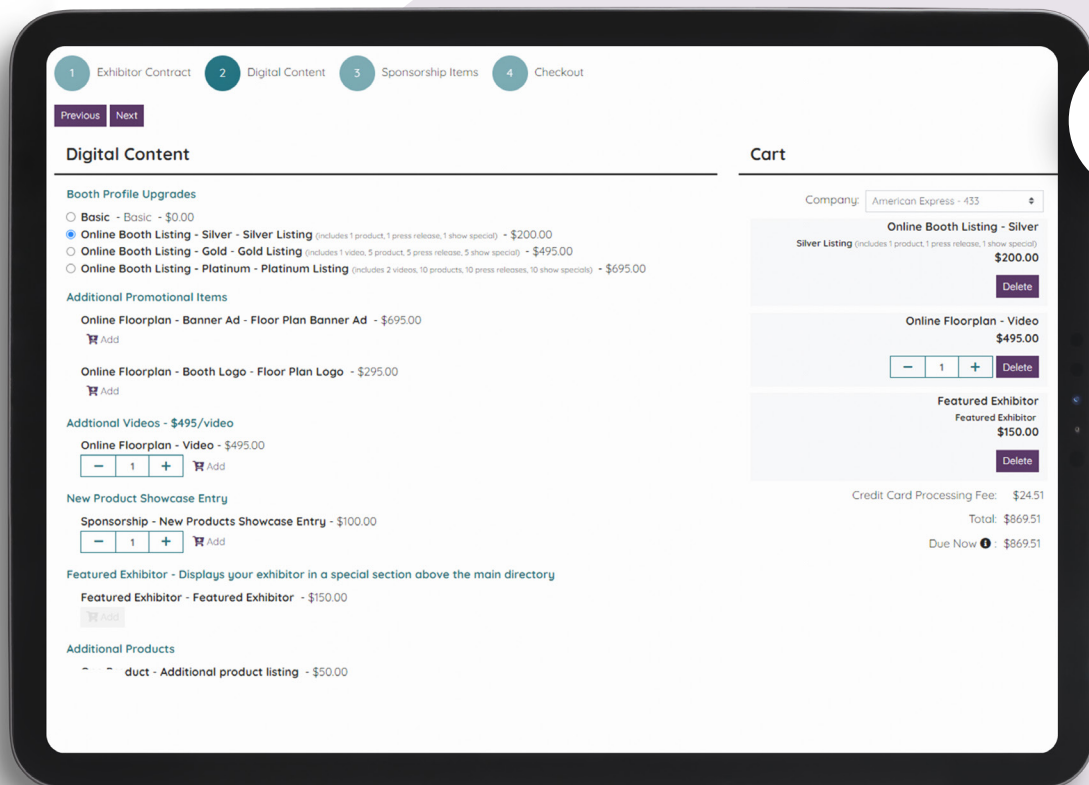
Take advantage of multiple booth sales processes to deliver an experience that aligns with your exhibitors' needs. You can offer a booth space application (BSA) with a series of preference fields and tiered booth priority, an online booth reservation (OBR) that puts the booth selection in your exhibitors' hands or provide a more personal touch with consultative exhibitor sales (CES) led by your staff. The contract form builder allows you to have a unique form for each contract type.

## Exhibitor Purchase Workflows

Eliminate complicated exhibitor processes that stall commitment and limit investment potential by placing all purchase opportunities in one system, featuring point-and-click booth selection, dynamic price calculation, cart review and seamless payment processing.

## Real-Time Financials & Notifications

Manage and track your event data with dynamic financials and fulfillment controls. Easily configure pricing formulas, automate exhibitor notifications and purchase confirmations and utilize robust, real-time revenue reporting tools.



# Sponsorship Management

Easily create virtually any type of sponsorship item, listing or package using our enhanced sponsorship management tools. Simplify exhibitor workflows and expand exhibitor investment by guiding them from booth selection to sponsorship purchasing opportunities within a single system.

## Sponsorship Package Gallery

Provide a simple workflow for exhibitors to browse and select purchase options with a customizable gallery, featuring descriptions and prices, along with an intuitive cart experience.

## Upgrade & Add-On Opportunities

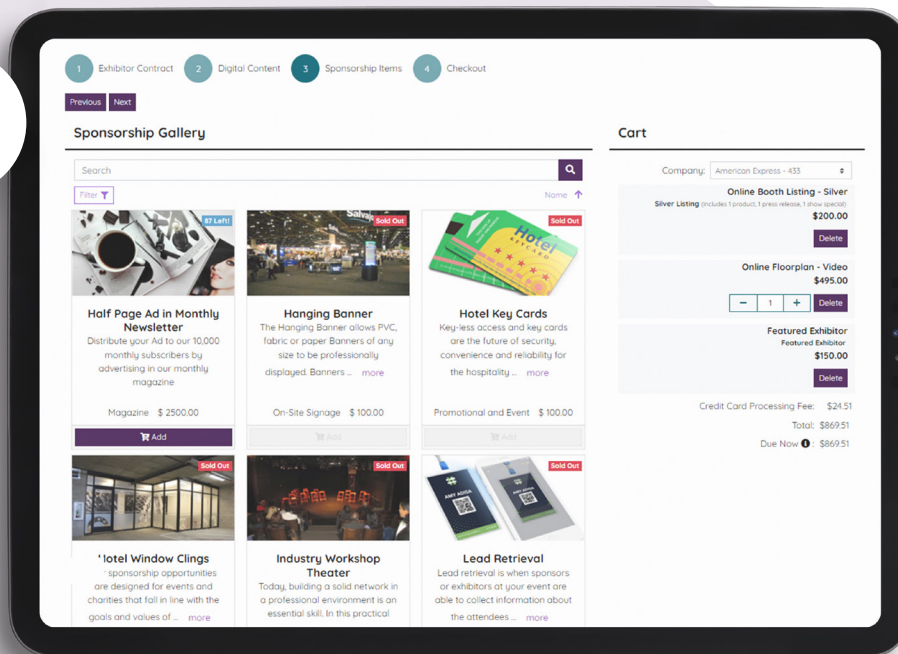
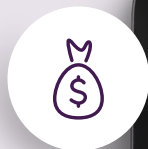
Expand exhibitor investment by providing eye-catching upgrade options at your exhibitors' fingertips in a user-friendly list or gallery view accessible from the sponsorship workflow or following their original purchase.

## Built-In Task Management

Ensure that exhibitors don't miss out on the value of their sponsorship package purchases with task completion tracking. The Event Portal offers multiple collateral collection processes to fit your needs, as well as effortless in-system task reminders and blast email options for show managers.

## Sponsorship Fulfillment

Further automate exhibitor fulfillment workflows by attaching customized forms to assigned tasks, saving exhibitors and your staff countless hours of follow-up communication.



# Enhanced Digital Content

Increase the revenue potential of your events with A2Z's robust digital content solutions. Flexible package benefits and a diversity of eye-catching content display options allow your team to configure the right offerings for your exhibitors and expand business opportunities that will keep them coming back year after year.

## Basic Profiles Features

Each exhibitor can be provided with the essential options that will make them easy to search and allow them to present an appealing and informative company profile.

- Company Logo
- Company Information
- Booth Listing
- Unique Website URL
- Product Categories

## Available with Enhanced Digital Content Packages

Offer enhanced packages that provide exhibitors with compelling, tiered benefits to help deliver ROI. Expanded profile information, search enhancements and vibrant listings drive traffic to their booth by building interest and visibility outside of show floor hours.

- Expanded Company Description
- Listings: Products, Press Releases, Show Specials and Videos

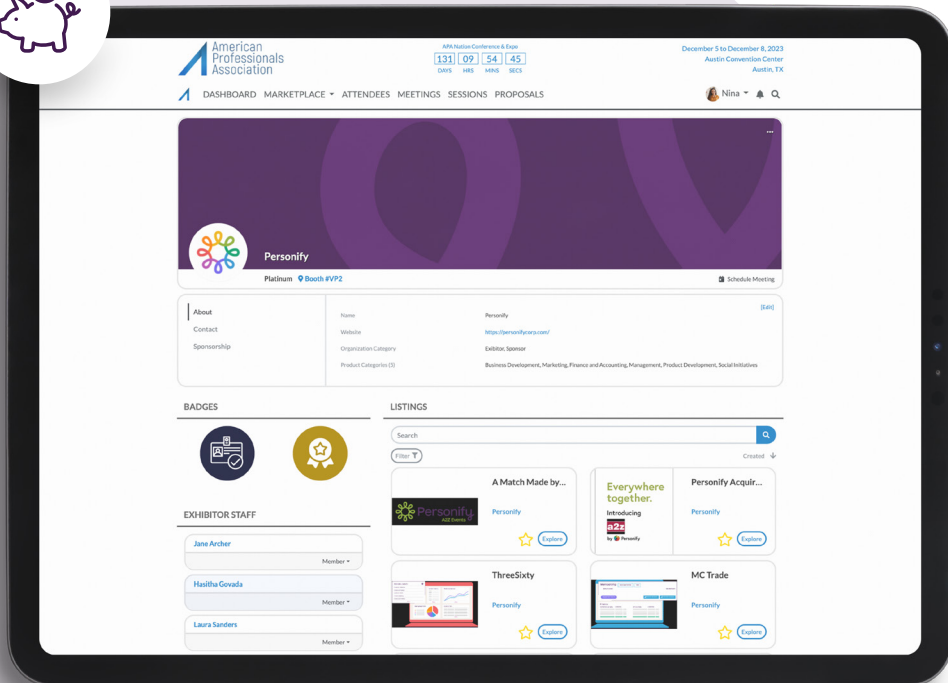
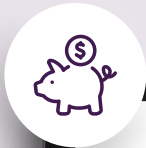
## Additional Digital Promotions (Available A La Carte)

Provide additional options that can quickly and easily supplement package offerings or give exhibitors the flexibility to add more content as the excitement of the event starts to build.

- Event Map Banner Ads/Booth Logos
- Exclusive Online Floorplan Sponsorship
- Additional Videos and Products
- Featured Exhibitor Block

## Digital Engagement Team

Promoting and delivering ROI doesn't have to be all on your shoulders. Our Digital Engagement Team (DET) can support your team to create marketing campaigns that leverage our in-house industry experts to support adoption of Enhanced Digital Content and drive revenue growth. Ask us how!





# Conference Management

Our robust and configurable conference management tools make configuring your sessions and coordinating speaker assignments a breeze. With the addition of our Call for Proposals module, A2Z Events offers a comprehensive conference facilitation solution.

## Session Configuration

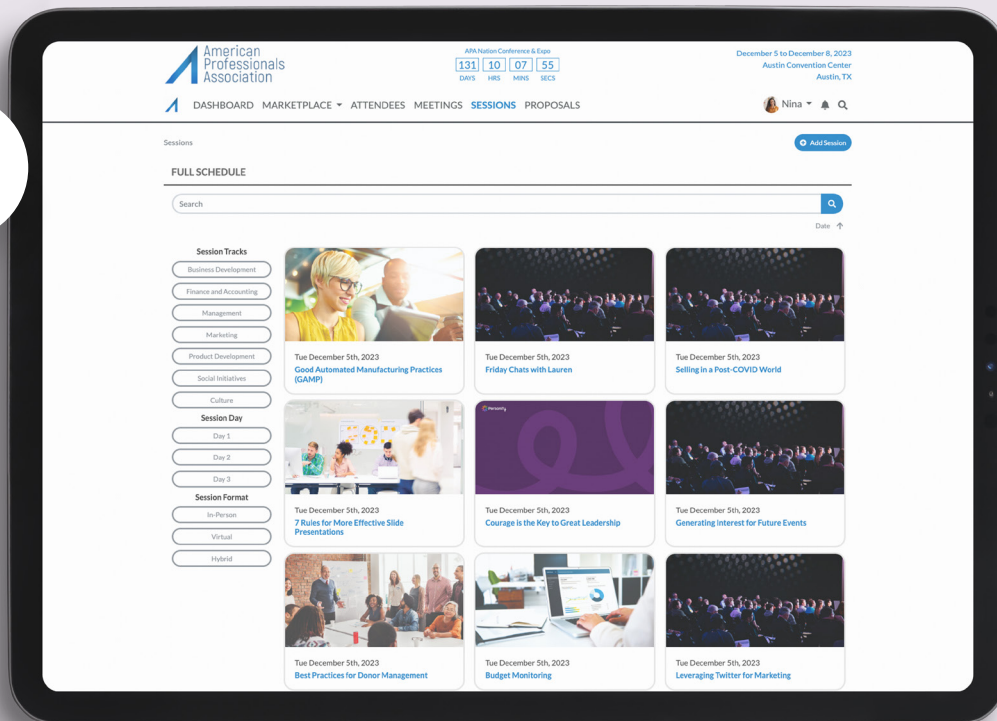
Deliver a tailored session calendar designed to organize your unique content and presenters with seamless proposal to session workflows, optional session import/export and customizable session forms, fields and track designations.

## Intuitive Interface

Provide a seamless experience that will delight your speakers and attendees by providing speaker profile completion tracking, session management permissions, speaker hub access and a modern, searchable calendar interface.

## Speaker Profile

The speaker profile serves as the one-stop location for them to access and manage their assigned sessions. Speaker import options also available.



# Call for Proposals

Easily manage proposal forms, submissions and approval workflows with A2Z Events' intuitive and customizable proposal submission solution.

## Customizable Form Builder

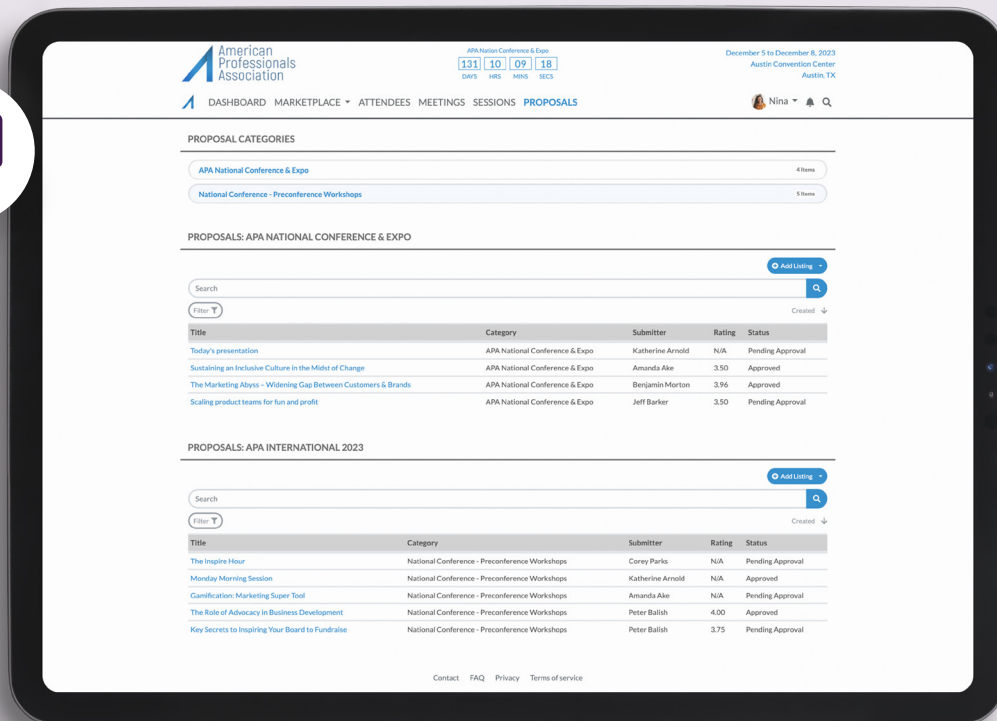
Seamlessly configure the proposal form and fields to meet your unique program needs. These include concurrent proposal submissions, standard and custom approval states and form manager permissions and notifications.

## Seamless Submission Workflows

Design a proposal process that is intuitive to navigate and provides step-by-step completion criteria with definable submission date and times, draft statuses and a detailed proposal page to see and edit active submissions.

## Robust Management & Review Permissions

Assign reviewers and allow them to access specific proposal types with ease by offering a dedicated proposal dashboard, intuitive comment and review rating tools and detailed analytics for Proposal Manager admin roles.



# Attendee Experience

Deliver an online event experience that makes connecting before, during and after the show seamless and inviting. Attendees have more opportunities than ever to network, browse exhibitors and content and start conversations that lead to more closed business with the A2Z Event Portal. Easy profile setup and platform tours empower them to explore and connect prior to the event, allowing them to make the most of their time on-site.

## Attendee Profiles

With platform tours, profile setup is a breeze as it guides each attendee through intuitive image uploads, profile information completion options and badge designations that help attendees stand out to exhibitors and other participants.

## Exhibitor Directory

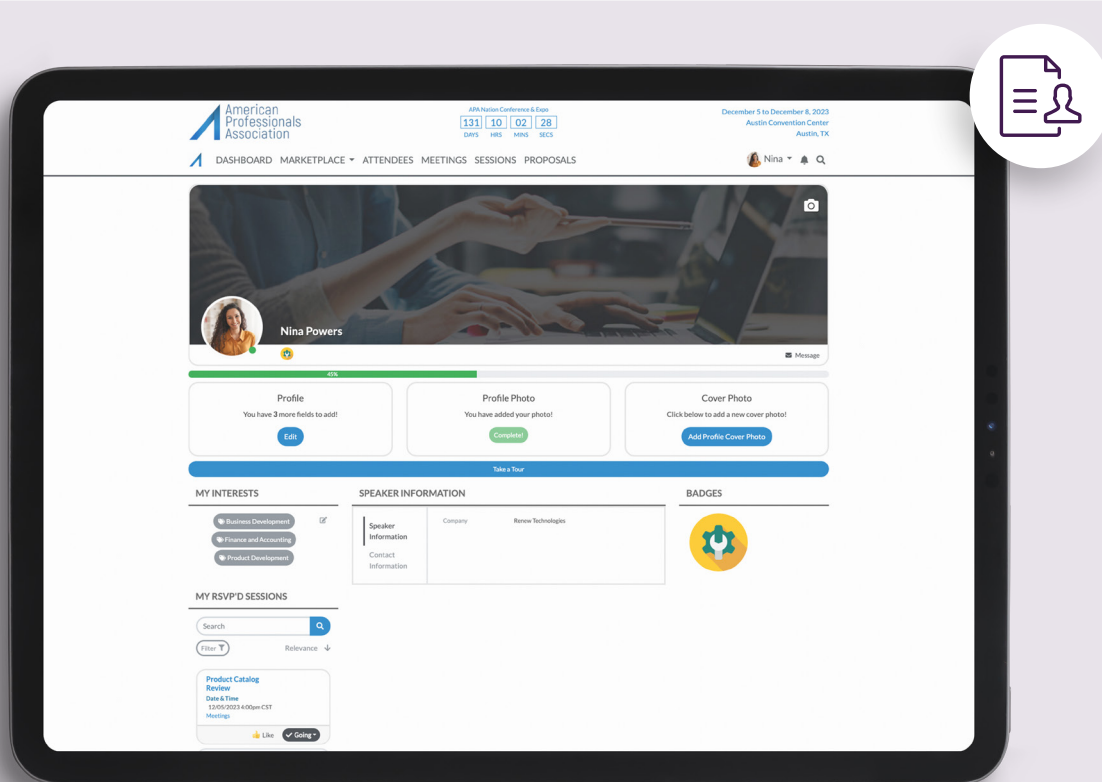
With eye-catching design and layout options, the exhibitor directory spotlights featured images and makes searching, favoriting and exploring exhibitor profiles and booth locations easier than ever.

## Attendee Directory

Encourage connection and collaboration at your event with seamless tools to browse attendees, learn about their organizations and locate key contact information.

## Gallery

Put exhibitor products, press releases and show specials front and center for attendees to explore. The dynamic graphics and easy-to-navigate search and filter options help drive interest and business before, during and after your event.





# Attendee Matchmaking

Matchmaking facilitates networking opportunities for your event and empowers attendees to engage with the organizations, exhibitors, listings and people that align with their needs and interests. Leveraging the power of artificial intelligence (AI) and custom interest tags, you can offer your attendees a truly personalized experience.

## Exhibitor Recommendations

Recommended exhibitors are placed front and center to encourage attendees to start connecting with the businesses most relevant to them.

## Direct Messaging

Networking and collaboration are at your fingertips with our easy and intuitive direct messaging functionality.

## Listing Recommendations (Products, Press Releases & Show Specials)

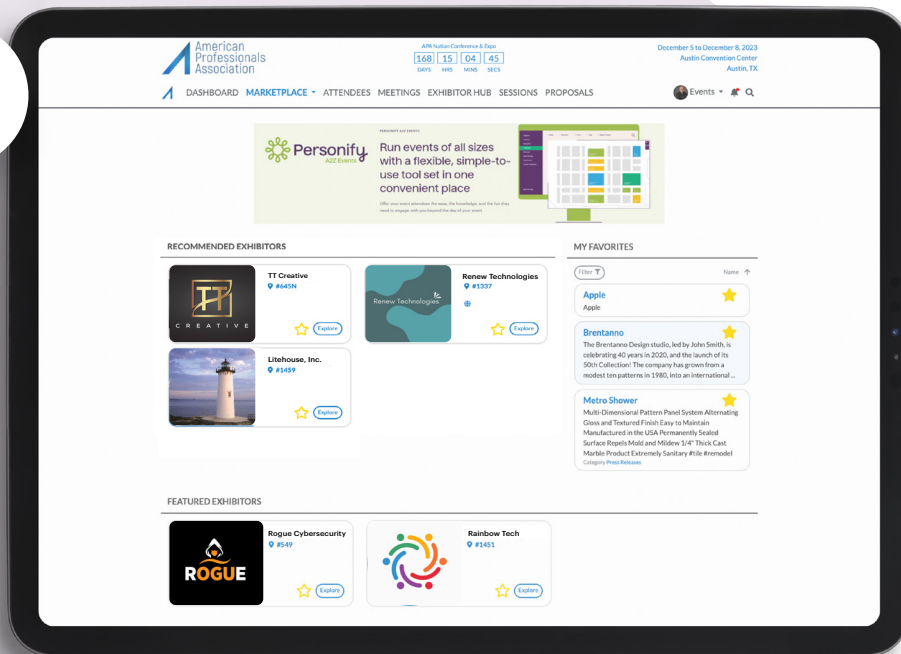
With AI driving insights, you can effortlessly highlight products, press releases and show specials for attendees that match their needs and interests.

## Meeting Scheduling

In-platform meeting scheduling tools make networking and building business opportunities between attendees and exhibitors as simple as the click of a button.

## My Meetings

Allow attendees to effortlessly view and manager their meetings, both meetings they own and those they are invited to attend, with their "My Meetings" page. Multiple calendar views make it easy to setup, reassign and manage their overall meeting schedule.



# Mobile App

The A2Z Events mobile app extends the immersive, branded experience attendees know and love from the show floor to the smartphone devices they rely on. Built on A2Z Events' proven technology and packed with features, the mobile app combines powerful branding opportunities within a mobile app environment. Empower attendees with everything they need to take action such as essential search, planning and networking tools.

## Branding & Style Configuration

Quickly update the look and feel with colors and logos that align with your brand, creating a succinct experience with the browser interface.

## Sponsorship Promotion

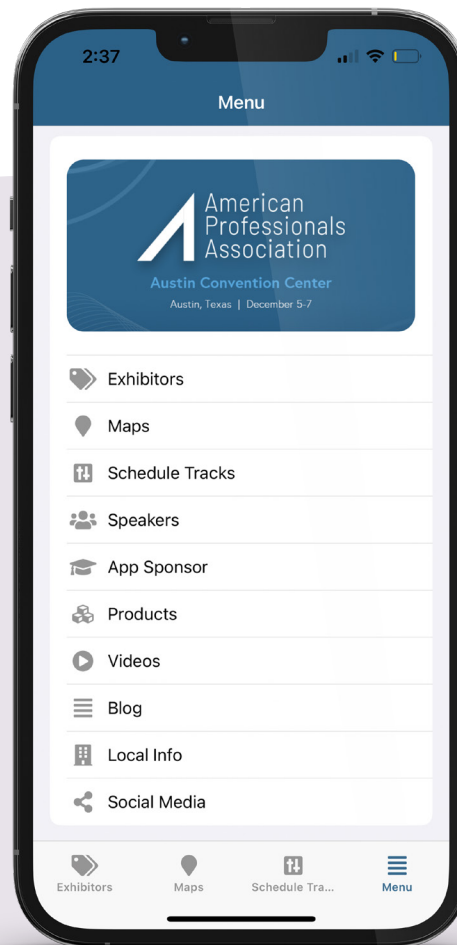
Deliver additional exhibitor value with eye-catching sponsor ads that drive visibility and business opportunities.

## Personalized Setup

Craft and facilitate the attendee journey, designing it to focus users on the events and connections you know will matter most.

## Easy-Access Links

Provide one-click access to your event app, linking to your app from multiple sources (emails, websites, social media and text messages).



# RegTech

Our selection of registration and tracking solutions make accessing, engaging with and reporting on the in-person event experience possible by providing the tools you need to capture participant information, get them checked in at the event and track their participation around the venue's halls and rooms. Powerful data dashboards sit behind the intuitive applications that can easily be downloaded onto mobile devices or accessed with hand-held systems that make managing on-site staff assignments and eventgoers alike smooth and stress free.



- ✓ Online Registration
- ✓ Badge Printing
- ✓ Lead Tracking
- ✓ Reporting

# Registration Management (Online & On-Site)

Streamline both your online and onsite event registration with A2Z's robust and customizable workflows. With configurable reporting dashboards, you'll always have clarity on the status of registration numbers and which promotional efforts have been most effective in attracting registrants. Whether you're using your own customized registration form or importing data from another vendor, A2Z makes it easy to match the unique requirements of your event.

## Intruitive Dashboard

Maintain constant visibility over your registration financials with detailed breakdowns of your transactions, abandoned carts and payments from event to event, year after year.

## Registration Form Builder

Control the flow of your registration from beginning to end. With the flexibility to offer the same workflow to everyone or have different paths for different participant types, registration management allows you to customize the user experience in both design and field options with a form. Our robust conditional logic allows you to easily control what questions certain users see and what emails they receive.

## Participant Admin Panel

Manage your participants' data as they register either online or onsite. Easily monitor their form answers and transactions or perform quick tasks with just the click of a button, either in bulk or at the individual participant level.

## Reporting

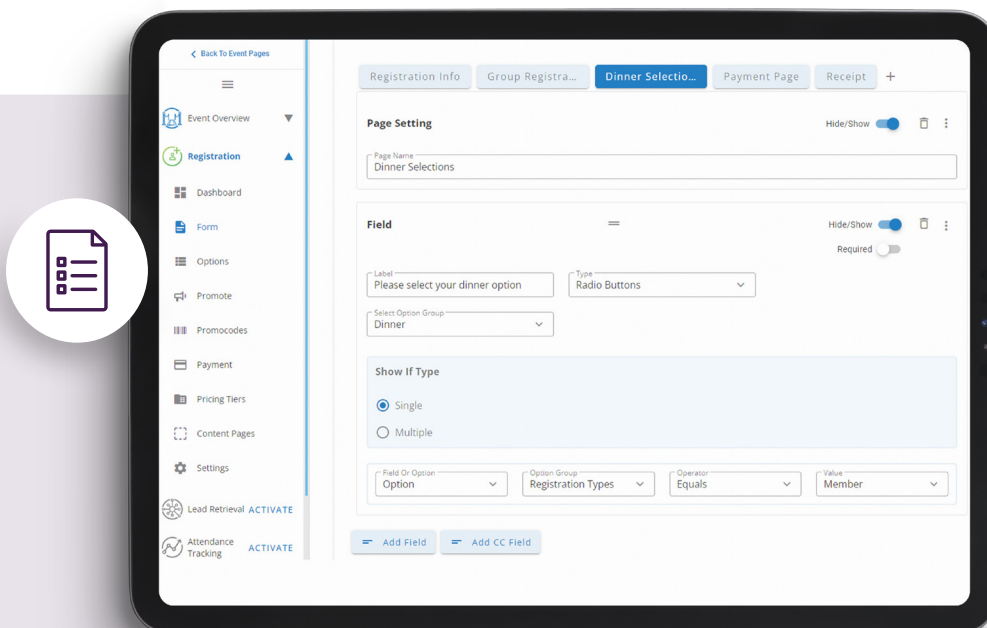
Gain compelling insights throughout the life cycle of your event, both from system generated reports and customized reports generated by your team. The reporting panel incorporates extensive conditional logic to assist in filtering large amounts of information into the format you need with access to both internal forms and integrated data points.

## Integrations

Registration data can come from many places and the A2Z Registration Management solution enables users to integrate third-party registration solutions with ease. In-house integrations and our robust Zapier triggers provide multiple options to pass data to our Badging, Lead Retrieval or Attendance Tracking solutions.

## Promote Your Event

Streamline your promotional efforts by creating codes that track where registrations come from. You'll be able to monitor how many people visited your form, started and/or finished a registration, as well as the total revenue amount generated from a particular code.





# Badge Printing & Check-In

Create an impactful first impression with a seamless and enjoyable badge printing experience that will delight your attendees. With the flexibility to import badge data from many sources, you are able to guarantee high quality and accuracy as part of a simple check-in and badge printing process.

## Badge Builder

Easily create badges for your event with our robust badge builder, customizing fonts, font sizes, colors and data to create an effective and attractive design. With an easy-to-navigate platform and options to preview your badge with event data, you'll be able to finalize your layout in no time.

## Printer Setup

Utilize as many printers and kiosks as needed to meet attendee demand and reduce wait time in line. Easily set up printers with the help of an intuitive user interface and setup guides.

## Badge Preview Screens

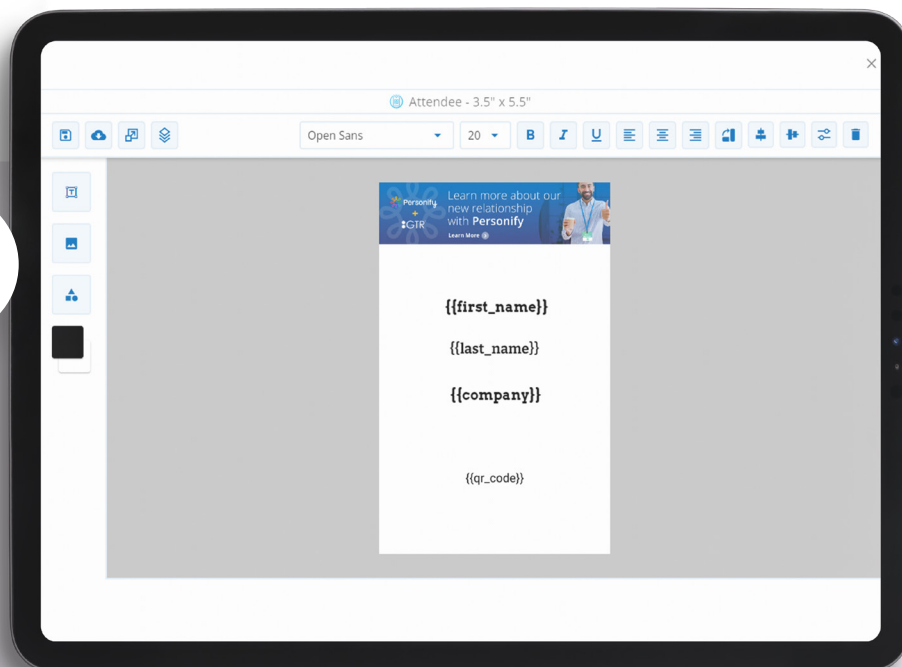
Easily verify badge information and make changes in real time in the badge administration screen. This can be done before the event or at the event as needed. The badge preview also allows event staff to see all badges that are slated to be printed with options to make quick updates that help avoid misprints and reprints.

## Badge Printing

For events with less-robust badging needs, our platform now enables you to print basic, pre-printed badges. Simply create your badge design in our badge builder using a supported stock badge template and load up your printer with the appropriate stock paper.

## Kiosk Customization

Empower attendees to check-in and print their own badges with an A2Z kiosk. The look and feel of this check-in process can be customized with your event's branding, as well as sponsor logos and other items. Set-up and preview options are accessible in-platform during your event's planning process, so you'll have one less thing to worry about once you get onsite.



# Attendance Tracking

The Attendance Tracking solution streamlines your badge scanning capabilities with our intuitive mobile app at your fingertips and robust reporting to back it up. Make every event and event session seamless by leveraging detailed entry permissions to track and recognize your eventgoer's participation.

## Badge Scanning

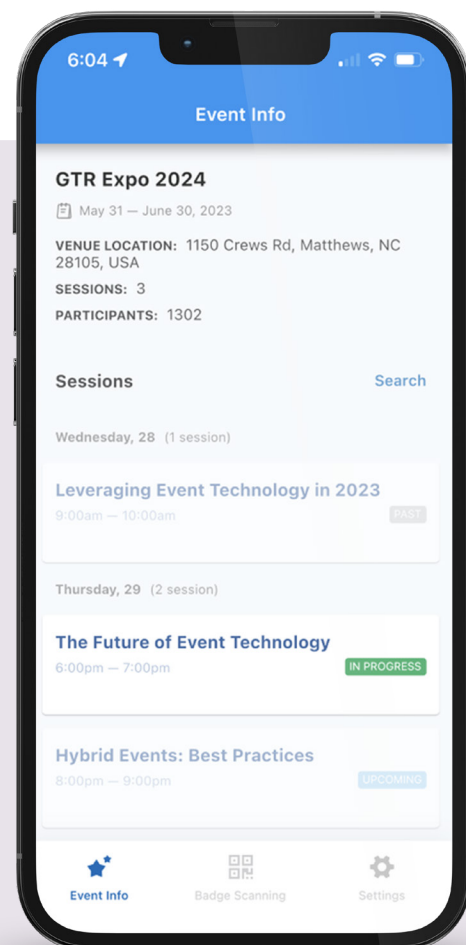
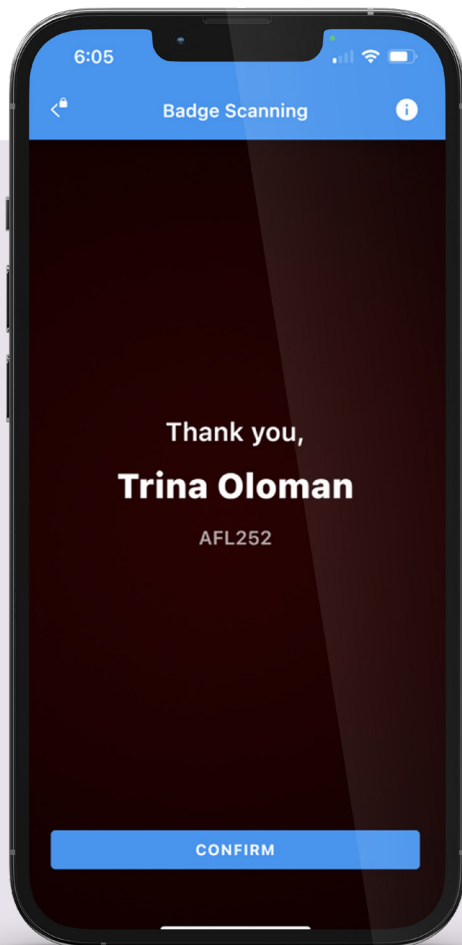
Choose to scan badges using our physical scanners, using our mobile app via an iPad or tablet or manually entering participant barcodes to immediately see who is entering the room. Notices will pop up if capacity limit has been reached or if someone does not have access to a specific session or event.

## Session Scan Summary

View all attendees who have checked into a session directly from the app. Designated staff are also able to view past, in progress and upcoming sessions, allowing them to keep track of the times and locations where they are assigned to scan in attendees.

## Robust Reporting

Gain clarity and insight into session popularity with robust event reporting. Easily select criteria and add conditional logic in the report builder to investigate engagement of certain attendee groups and scheduling outcomes, providing key data that allows you to assess and improve future events.



# Lead Retrieval

A2Z's Lead Tracking empowers exhibitors to get the most out of their investment in your event by making it easy to record interactions with prospects who have stopped by their booth, watched a demo or expressed interest in their products with the simple scan of their badge. Scanning is available through a downloadable mobile app as well as physical devices that can be made available to exhibitors, making communication and follow up easier than ever and driving increased revenue opportunities.

## Order Form Reporting

Easily view how your direct sales to your exhibitors are going. Those purchases translate quickly into solid leads the day your event kicks off. View how well your exhibitors are doing out in the field.

## Device CheckIn/Out

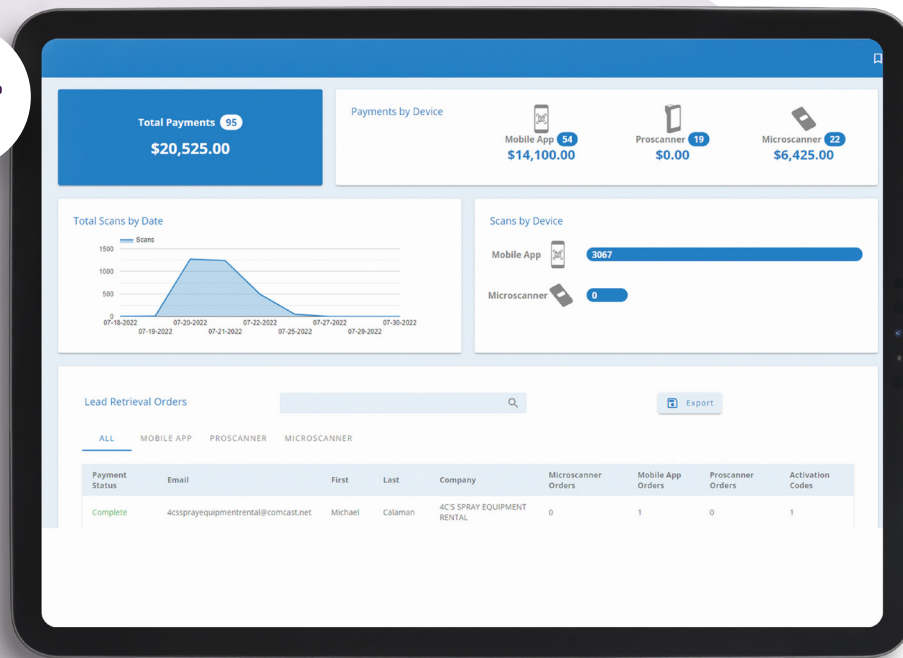
If allowing exhibitors to use physical hardware to perform their scanning, utilize our Device Check-In/Out module to keep track of all hardware. Easily customize text messages to be sent upon check-in/out, as well as reminder messages to be sent toward the end of your event.

## Lead Scan Data Review

Exhibitors can view collected data from leads right within their Exhibitor Hub immediately following an interaction, allowing the easy addition of important notes or sending a follow-up email to keep the conversation moving.

## Qualifiers

Exhibitors can set their own custom qualifiers to accurately and effectively record the quality of leads. Qualifiers can be used both in-app while scanning leads, as well as after the event in their data export.



# Assessments and Certifications

Eliminate time-consuming staff processes and streamline the attendee experience for earning continuing education units with our simple and effective Assessments and Certifications solution.

### CEU Tracking

Eliminate the time needed for manual reconciliations of attendees and session credits, while easily assigning credit on an individual basis as needed. Assign different credit hours based on attendee, jurisdiction or governing agency. Set additional criteria for credits earned, such as session attendance or time in room during a session.

### Certificate Automation

Easily customize the certificate template design prior to your event and set criteria for certificate access, such as a date, survey participation or quiz completion. Certificates auto-populate with credits earned and become available for download by attendees when access criteria has been met.

### Evaluations, Surveys & Quizzes

Incorporate evaluations or surveys to boost attendee participation and gather vital feedback about their experience. Alternatively, require attendees to complete automated quizzes after sessions to earn credits, providing instant results or attaching to certificate.

### Seamless Attendee Experience

Provide a seamless login for attendees to view their earned credits, take required surveys or quizzes and download their certificates.



Session Survey Response Tracking							
Session	Category	Room	Start	End	Attendees	Emails Sent	Completed
2023 Innovation	GTR	Ballroom A	10-31-2023, 12:00:00 AM EDT	10-31-2023, 05:00:00 AM EDT	2	2	1
RWD Buses: Renaissance to Capitol		Renaissance Entrance	03-29-2023, 09:00:00 AM EDT	03-29-2023, 09:15:00 AM EDT	0	0	0
RWD Buses: Capitol to Renaissance		Texas Capitol Entrance	03-29-2023, 02:00:00 PM EDT	03-29-2023, 04:00:00 PM EDT	0	0	0
Track 1: Management - Developer Agreements		Bluebonnet Ballroom	03-30-2023, 11:00:00 AM EDT	03-30-2023, 12:00:00 PM EDT	0	0	0
Track 2: Operations - State Lead Service Line Requirements		Trinity Room	03-30-2023, 11:00:00 AM EDT	03-30-2023, 12:00:00 PM EDT	0	0	0
Track 1: Management - Funding Capital Improvement Plans		Bluebonnet Ballroom	03-30-2023, 12:30:00 PM EDT	03-30-2023, 01:30:00 AM EDT	0	0	0
Track 4: Board - State Funding & Assistance Programs		Ballroom B	03-30-2023, 12:30:00 PM EDT	03-30-2023, 01:30:00 PM EDT	0	0	0
Track 2: Operations - Ideas That Don't Work & Engineers' Plans		Trinity Room	03-30-2023, 04:15:00 PM EDT	03-30-2023, 05:15:00 PM EDT	0	0	0
Track 3: High Growth Systems - Planning for Growth		Sabine Room	03-30-2023, 02:45:00 PM EDT	03-30-2023, 03:45:00 PM EDT	0	0	0
Track 4: Board - Board Vs. Manager Roles		Ballroom B	03-31-2023, 10:30:00 AM EDT	03-31-2023, 11:30:00 AM EDT	0	0	0







# Integrations & Payment Processors



Payment Automation



PCI Compliance



Event Insurance



Additional Integrations

## Payment Processors



- ✓ AFFINIPAY
- ✓ AUTHORIZE.NET
- ✓ PAYPAL
- ✓ STRIPE

## Third Party Integrations



- ✓ CDS REG
- ✓ MARITZ REG
- ✓ MC TRADE
- ✓ SALESFORCE

## Rainprotection Insurance Program

### Compliant Liability Insurance

Ensure that 100% of your exhibitors have compliant liability insurance for your event, no matter where in the world they are domiciled, and eliminate the need to confirm insurance from each exhibitor.

### Zero Cost

Program cost to the show organizer is \$0! Cost to exhibitors is only \$75, with no deductible. If a claim arises, the exhibitor would have no out-of-pocket costs or threat of a future rate increase.

### Seamless Process

Purchase process is seamless; compliant insurance is included when exhibitors contract for their booth space.

### Refunds

In virtually all cases, policies can be refunded for exhibitors who cancel their participation at the show.

### Comprehensive Coverage

The program provides protection for the policyholder against claims of bodily injury liability, property damage liability, personal and advertising injury liability and the litigation costs to defend against such claims. Insurance also covers the following matters: injury or death of spectator or volunteers, property damage liability, products liability, incidental medical malpractice, host liquor, general negligence claims, cost of investigation & defense and corporal punishment.

### A2Z Automation

A2Z provisions the online exhibitor contract module so that the policy cost (\$75) is included on the booth contract. Following the event, A2Z will invoice the client for the total number of exhibitor policies purchased. A2Z also sends regular reports to the insurance provider, who provisions the policies or cancels policies for any exhibitors who cancel their booth purchase prior to the start of the event.



# Why Our Clients Trust A2Z

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"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."

SCOTT CRAIGHEAD  
VP OF EXHIBITIONS & EVENTS  
INTERNATIONAL ASSOCIATION OF EXHIBITIONS AND EVENTS

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"We have been using A2Z Events for over two years and continue to use it for ease of use for our team and customers (exhibitors). Providing access for our exhibitors with little to no help from us is excellent for the efficiency of our team."

ALLISON HITCHNER CARPENTER  
CEM, CMP  
NATIONAL DEFENSE INDUSTRIAL ASSOCIATION

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"RegTech is a platform that works, and the people who support you during the event are AAA+ at customer support, earnestness and problem solving. The BEST all around!"

BRAD INMAN  
PUBLISHER  
INMAN MEDIA GROUP







# Services & Customer Support



Professional Services



Customer Support



Implementation



The Loop



## Professional Services



### Approach

A2Z Events is privileged to power events of all sizes that make a meaningful impact and drive revenue. Our goal, with every event, is to collaborate with you to maximize your investment and achieve your business objectives. Our product and technology knowledge combined with our industry experience gives us a unique ability to guide our clients to the best solutions. Our commitment to you is to:

- Offer strategic support to transform your ability to serve exhibitors, sponsors and attendees
- Thoughtfully engage with you to understand your event needs and goals, year after year
- Bring extensive product knowledge and industry experience to provide guidance and expertise
- Ensure your team feels educated, supported and set up for success through the entire cycle of your event
- Provide you with a consistent individual, your Project Manager, who knows your unique events and can help drive your success, event to event and year after year



### Your Project Manager

- Will be your primary point of contact and will lead your onboarding and implementation experiences, as well as the ongoing service of your account.
- Will respond to any requests or questions within 24 business hours.
- Is available for calls to discuss software best practices and how to meet a specific need or objective.
- Is already up to speed on your account and is looking forward to helping you immediately.

## Implementation



### Method

- **Implementation:** Your Project Manager will work with you to understand your configuration needs, objectives and process. They will manage the experience and process, aiming to deliver a solution that exceeds your expectations.
- **Configuration Changes:** Your Project Manager will remain your point of contact through the event lifecycle. Should you need any changes or modifications, your Project Manager can assist and provide training/support as required.
- **Support:** Your Project Manager will work with the Support Team to assist with configuration changes and ensure timely updates. The Project Manager is involved the entire way and ensures accuracy.
- **Software-Powered Partnerships:** We strive to maintain Project Manager consistency event to event and year after year, so you develop a deep partnership with A2Z. Your Project Manager will consult, provide best practices and help deliver upon your strategic goals.



# Training and Support

We are committed to educating and training your staff throughout our partnership. With each deliverable you receive, you will be provided training on the feature. This helps your staff better understand the system with plenty of time to adopt. We realize that one size does not fit all when it comes to training. People effectively learn in many different ways and formats. Our training is flexible and geared to meet the different learning environments and styles. These include formal classroom settings, one-on-one instruction and Train-the-Trainer programs.



## In-System Features

These user-friendly features help onboard new staff and encourage ongoing staff adoption.

- **New User Tour:** Upon first logging in to A2Z Events, new users will be presented with a 'New User Tour' to help them become acclimated with the application. This tour will show them around the application and give helpful information about searching, navigation, application layout, and more!
- **What's New Panel:** Upon first logging in after a new release of A2Z Events, users will be presented with a 'What's New Panel.' This panel will give an overview of the release, providing a quick and easy view of new features right from the interface.



## Online Help

This user-friendly, web-based, searchable site provides detailed and up to date information about the A2Z Events application. Online Help can be launched from within the A2Z Events application, from the Event Portal, or through our Online Client Community.



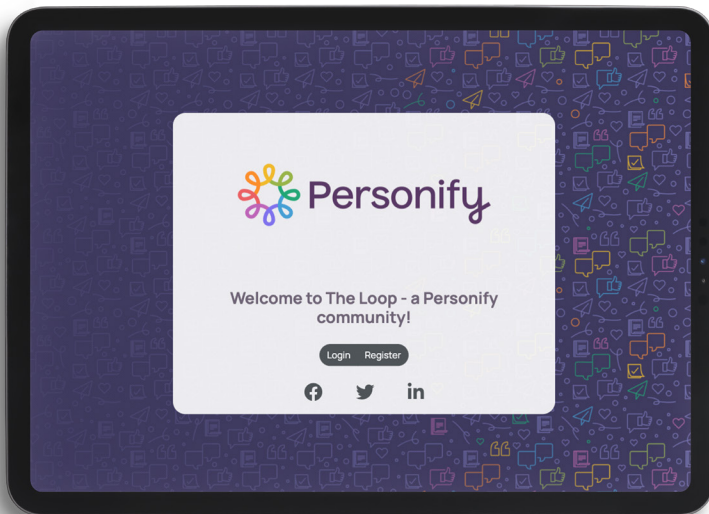
## Client Support Portal

Our first-rate Client Support and Managed Services teams provide assistance, through cases, submitted within our Client Support Portal. Our teams will answer general product questions, provide product documentation, assist in logging any identified code deficiencies.



# the loop

The Loop is a community built JUST for Personify clients, providing a space for collaboration, sharing best practices and making connections with industry peers. Staff members from across Personify are also 'In The Loop,' helping to connect clients with similar challenges and sharing education and resources. You can leverage this collaborative community 24/7/365.



Collaborate, connect with peers & share best practices



Personify staff provides resources



Leverage the community 24/7

## Ready to see for yourself?

The best way to assess whether A2Z Events is a good fit for your organization is by seeing it in action on a free demo. A demo gives you the opportunity to discuss your specific needs with a Sales Executive, obtain immediate answers to your questions and see how our solutions can solve the problems you face most. Contact us today to see how it all works!

Learn More.  
Ask Us.  
Get Started.



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VISIT OUR SITE

at personifycorp.com