Personify® A2Z Events

Implementation Services

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Complete initial configuration for Personify's A2Z Events platform such that the site is in a launch-ready state.

Task	Description
Implementation & Design	We will perform an initial review of your requirements and supporting materials obtained through the discovery process. In addition, we will lead a remote planning session to gather details, deliverables, critical path items and other relevant details. Our Deliverables include: • One, 30-minute, remote kick off call • One, 60-minute, client deliverable review • Project plan hosted on Personify's client-facing project management tool Your Deliverables include: • Event Details (Name, Date) • Approved Floor Plan in .DWG file format (see Appendix 1 for CAD Best Practices) • Masthead file (1170x245 px) • Floor Plan Logo (150x60 px) The task is complete when the client deliverables have been provided and the client has agreed to the project plan.
Configuration & Training	We will configure the following modules based on Client's goals, deliverables, and desired outcomes: • Interactive Floor Plan including o Event Map Banner Ad Locations o Ability to place logos on booths that are 20 x 20 or larger • Exhibitor Hub • Contractor Management • Company Management • Template Management • Basic color/branding based on masthead and logo • Online Exhibit Contract[1] • Financial Management • Content Management • Exhibitor Appointed Contractor Management • Attendee Integration with Preferred Vendors[2] • Event Web Services access for 1 registration vendor, 1 general service contractor and access for 1 additional vendor/use (i.e. hotel, invites, mobile, etc.) • Business Intelligence and Reporting Engine Deliverables • One, 60-minute, remote configuration review • Virtual Instructor Lead Training for unlimited staff. The training topics will include, but are not limited to:

	- o Floor Plan Management - o Financial Management - o Business Intelligence and Reporting Engine - Online Education Seminars for unlimited staff and views. The topics will include, but are not limited to: - o Floor Plan Management - o Exhibitor Hub - o Business Intelligence and Reporting Engine - o Template Management Unlimited access to online Knowledge Base articles and Live Chat/Support during business hours (9am – 5pm Eastern).
Design	We use a standard filing structure and implementation. From that filing structure we will apply or provide the following items based on the Client's deliverables. - Masthead image (1170x245 px) pixels in png - Logo on Interactive floor plan (150 x 60 pixels in gif format) - Proof of .DWG file provided - Implementation of approved proof - Exhibitor Hub for client use and management - Post Deployment Checklist of items to review the following: - o Update the masthead graphic on the public website - o Update the show logo on the Interactive Floor Plan - o Update Exhibitor Hub configurations and styling - o Use floor plan management features and functionality - o Import Companies - o Set online booth profile configurations such as product categories, and limit exhibitors can select, etc. - o Financial Information - o Content Management - o Email Templates to setup and test
Design Phase 2 Online Exhibit Contract[1]	Applicable if this is determined of use under configuration and training task. Personify offers 3 core versions of the online exhibit contract: - Online Booth Reservation - Consultative Exhibit Sales - Booth Space Application CLIENT Deliverables: - Copy of Exhibit Contract with Booth Pricing - Client Activities: - One, 60-minute, remote kick off call to discuss preferred version(s), pricing, contract deliverables and business goals. - Up to 2 versions of the online exhibit contract to be configured and tested.

	• Unique client documentation describing the contract logic programmed, workflow and supporting reports. • One, 60-minute, remote delivery call to review configurations and documentation. • Designated client review for User Acceptance Testing & modification period of up to 1 week. The task is complete when the client documentation has been delivered and signed by the client or the client review & modification period has passed.
Launch	Final launch activities ensure your users can get to your site, make the site launch ready. The list of activities include: • One, 60-minute, remote review call on configurations and post deployment activities the client should complete • Final user setup includes a master user who can manage the overall user list and access levels. • Final configurations such as from email address, etc. • Transition to support team and resources