Detailed a2zShow Features List

Exposition & Conference Management

Revised: April 9, 2012

MODULE	a2zShow
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	
Integration Options	✓
Easy integration options are available for leading Association Management Systems (AMS), Customer Relationship Management (CRM), most accounting software, and legacy systems. Most integrations offered using Web Services	
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	
Design and Content Management	
Content and User Interface	
Branding and Interface	✓
Give your event web site the branding that matches your corporate marketing guidelines	
Content Management (N/A with Microsite)	✓
Easily manage the content and navigation of the event web site using a WYSIWYG editor	
Stats & Traffic Reports	
Stats & Traffic Reports (N/A with Microsite)	✓
Track hits, sessions, page-views, referrals, and much more for your event web site	
FAQ Management	
FAQ Management	✓
Add & Edit role-based Frequently Asked Questions	
Public Search & View FAQ	✓
Searchable list of frequently asked questions for attendees and exhibitors	
Press Room Management	
Manage Press Releases	✓
Add & edit event press releases	
Search and View Press Release	✓
Search & view press releases from show management	
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	

MODULE	a2zShow
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: • 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	
Online Booth Setup	✓
Enter and modify the information for online booth and printed show directory	
Video Management	✓
Post videos in online booth	
Booth Personnel Registration & Badges	✓
Allow your exhibitors to register their booth personnel online	
Event Map Ads	✓
Build visibility with static banner on floor plan	

MODULE	a2zShow
Admin Features	
Exhibitor Database Management	✓
Manage master exhibitor list for the event, including: • 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: • 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	
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	

MODULE	a2zShow
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	
Multiple Layers/Views for Floor Plan	✓
Display different views of the base floor plan image to show / hide walls, entrances, floor ports, low-ceiling area, restrooms, etc	
Manage Multiple Halls	✓
Manage floor plans for exhibition facilities with multiple halls	
Manage Multiple Pavilions	✓
Manage a group presentation of different companies on the floor plan for the purpose of generating collected impact	
Manage Sub-expo	✓
Manage groups of booths for reporting purposes, listings, searches etc.	
Upgrade/Downgrade/Cancellation Management	✓
While upgrading, downgrading, or cancelling an exhibitor, track the reason for change.	
Manage Online Booth Configuration	✓
Sell enhanced online booths and generate more revenue for your organization	
Booth Personnel Management	✓
Manage all aspects of booth personnel for your event	
Booth Personnel Wizard	✓
Streamline booth personnel data entry for large number of submissions	
Multiple Company Contacts	
Multiple Company Contacts	✓
Associate and manage multiple contacts for each company	
Custom Exhibitor Fields	
Custom Exhibitor Fields	✓
Add unlimited Custom Exhibitor Fields	
Display Admin Only	✓
For admin use only; exhibitors do not see these fields. For example, first time exhibitor status.	
Edit Admin Only	✓
For admin use only; exhibitors get to see these fields. For example, tracking various forms received from the exhibitors.	
Editable by Exhibitor	✓
Allow exhibitor to provide marketing and logistics information online. For example, languages spoken in the booth.	
Searchable by Attendee	✓
Allow attendees to search for exhibitors using custom exhibitor fields. For example, languages spoken in the booth.	
Custom Company Fields	
Custom Company Fields	✓
Add unlimited custom fields for companies and manage these and company as well as event level	
Custom Booth Fields	
Custom Booth Fields	✓
Provide important information related to exhibitors' booths such as ceiling height restrictions, or access to electric, phone, & water, etc. Viewable on the admin side.	
Additional Company Information Management	
Market Segmentation	✓
Associate and manage multiple market segments for each company	

MODULE	a2zShow
Categorize Prospects	✓
Categorize prospects according to the market segment and product categories defined by the exhibitor	
Tracks Association Memberships	✓
Manage association memberships for each company	
Manage Parent/Child Companies	✓
Associate and manage parent and child company relationships for a company	
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	
Priority Points Management	
Priority Points ($)	✓
Manage priority points for your exhibitors using custom business rules for multiple events • Automatically calculate priority points based on your rules for your points program • Update the Priority Points field for all Exhibitors who have recently purchased a booth • Add new exhibitors to your Priority Points list who have recently been assigned a booth	
Move-In/Out Management	
Exhibitor can view Move-In/Out Floor plan (color-coded) online	✓
Administrators can manage Move-In/Out Schedule visually	
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	
Booth Personnel Badge Report	✓
Booth Personnel Count Report	✓
List all prospects according to the criteria specified by the exhibitor	
History Report	✓
View a comparison report between previous year and current year	
Multi-year History Report	✓
View a comparison report between all previous years and current year	
Parent Child Report	✓
View a list of all Parent-Child relationships between the companies	
Summary Statistics Report	✓
View a summary comparison report for an event for current and previous years	

MODULE	a2zShow
Upgrade/Downgrade/Cancellation Report	✓
List of all of the upgrades, downgrades, and cancellations along with the reasons	
Points Override List	✓
View a details of all instances where additional priority points were awarded	
Priority Point Report	✓
View Priority Points for Companies for different events.	
Points Override List	✓
View a details of all instances where additional priority points were awarded	
Exhibitor Move-In/Out Report	✓
Provides a list of all of the exhibitors along with their Move-In/Out Schedule	
Additional Exhibitor Information Report	✓
Enhanced eBooth Packages	
Admin Features	
Create and Manage Online eBooth Configuration	✓
Sell enhanced online eBooths and generate more revenue for your organization	
Exhibitor Logos for Online eBooths	✓
Allows exhibitors to display their logo in their online booth (similar to adding a logo to their listing in your printed exhibitor show guide/directory)	
Floor Plan Logo	✓
Sell your exhibitors the ability to display their logo on their booth on the floor plan	
Attendee Features	
Product Search	✓
Search for the products displayed in the online booths. View name, description and photos of products	
Press Releases	✓
Search & view press releases from exhibitors	
Show Specials	✓
Search & view show specials, deals, contests or giveaways from exhibitors	
New Product Showcase	✓
View new products being showcased at the show	
Exhibitor Videos	✓
View videos posted by exhibitors in their online eBooth	
Exhibitor Features	
Product Management	✓
Add unlimited product names and descriptions with photos to promote and display in your online booth	
Press Release Management	✓
Publish press releases online	
Show Specials Management	✓
Get additional exposure by promoting your Show Specials (discounts, giveaways, etc.) online	
New Product Showcase	✓
Add unlimited new product announcements to the online booth	
Floor Plan Logo	✓
Display your logo on your booth on the floor plan with sponsorship	
Exhibitor Social Media Listings	
Social Media Listings for Exhibitors	✓
Exhibitor can provide links to their social media portals	
Attendees can view and follow Facebook, LinkedIn, Twitter, and other social media links for participating exhibitors	

MODULE	a2zShow
Online Booth Reservations/Sales	
Online Booth Reservation/Sales for Exhibitors	✓

Allow new and previous exhibitors to reserve booth online
• Potential exhibitor logs on to the site using company password or creates new login account
• Select booth(s) from online floor plan (HTML version) by clicking on booth and clicking submit
• System checks if configuration is valid (if more than one booth, they must be adjacent)
• Upon successful submission, system takes user to payment information screen. Available payment options include:
  - Credit card (required to supply credit card information)
  - Sending check by mail within x days
 Payment information is captured by the system. Payment is processed by show organizer at the time of confirming booth.	

Automatic E-mail Notification upon online booth reservation	✓
Upon successful submission, booth is marked reserved (not assigned). A notification is sent in real-time to Show Manager identifying that company X has reserved booth Y.	
Online Booth Confirmation	✓
Reviews booth reservation information, including payment details, and confirm/decline the booth. If confirmed, the booth is marked occupied by the Exhibitor X. Actual payment is processed/recorded by show manager in a2z Financial module or their own AMS or CRM program.	
Exposition Financial Management	
Exhibitor Features	
Real-time Account Access	✓
Real-time access to summary statements, orders, invoices, payments to exhibitors.	
Online Payment	✓
Real-time online payment option for exhibitors.	
Admin Features	
Exhibitor Financial Management	✓
Manage all aspects of your exhibitor financial info with powerful and flexible reporting tools	
Manage Event Budget	✓
Manage forecast & revenue target for the selected event	
Setup Rate Card	✓
Manage a rate card for the item list, including item name, type, general ledger code, price and inventory, etc.	
Setup GL Codes	✓
Set up General Ledger Codes for the items for sale for integration with in-house accounting systems	
Bulk Invoicing	✓
Create and send bulk invoices within minutes with the click of a few buttons	
Manage Orders	✓
Add, edit and delete orders for a company	
Manage Invoices	✓
Add, edit, delete, print and e-mail invoices for a company	
Manage Payments	✓
Add, edit and delete payments for a company	
Generate Statements	✓
Printable, downloadable statements in MS Word and HTML formats	
E-mail Broadcast Invoices	✓
Send invoices using flexible criteria, such as invoices created in last 2 weeks, unpaid invoiced, etc.	
Lockbox Import ($)	✓
Securely import the lockbox files provided by your bank, and have payments entered against exhibitors' orders.	
Reports *(Output Formats: HTML, MS Word, MS Excel, PDF, ASCII, XML)*	
Financial Summary Report	✓
Overall financial summary for each event.	
Order Reports	✓
Build your own configurable report and query the orders for the exhibitors	
Invoice Reports	✓
Build your own configurable report and query the invoices for the exhibitors	
Account Statement Report	✓
View the Account Statement details for each exhibitor for a particular Show	
Billing Summary Report	✓
Accounts Receivables	✓
View the balance amount for exhibitors based on the aging of the amount due for a given show	
Deposit Slip Report	✓
View the deposit slip details for a particular show	
Deposit Slip Summary Report	✓
View the summary details for all Payment IDs (Deposit Slip ID's)	

Three Platforms. One Solution.

MODULE	a2zShow
Transaction Summary Report	✓
View the transaction summary details for different items	
Transaction Detail Report	✓
View the transaction details for different items	
Revenue Summary	✓
View the revenue details for each Show on the basis of show budget and current projection	
Summary Report by Item	✓
View the summary details for a particular show	
Detail Report by Item	✓
View the payment details for Companies based on the rate plan selected.	
Financial Revenue By State	✓
View the revenue by state for a particular show	
Revenue by Company	✓
View the payment details by company	
Sponsorship Report	✓
Exhibition Sales Reports - Exhibition Space Revenue	✓
View a comparison report on Revenue for current and previous event	
Product Category Analysis Report - by Revenue	✓
Financial Export/Integration	
Financial Export	✓
Export financial information to import it into your accounting or other system using GL. It is available as text file as well as web services.	
Booth Space Application Management	
Exhibitor Features	
Booth Space Application	✓
Submit Booth Space Application Online	
Track Booth Space Application	✓
Companies can check the status of their booth space application online	
Admin Features	
Process Application Data	✓
Process a Booth Space Application/Contract and enter it into the system for a Company	
Track Competitors and Partners of Exhibitors	✓
Specify and track competitor and partners associated with a Booth Space Application as requested by the exhibitor	
Application Wizard	✓
Streamline booth application data entry for large number of submissions	
Reports *(Output Formats: HTML, MS Word, MS Excel, PDF, ASCII, XML)*	
Space Draw & Points Report	✓
View list of all companies that have submitted booth space applications in the order in which booths will be assigned	

MODULE	a2zShow
Exhibitor Application Report	✓
View a list of all booth space applications submitted by exhibitors	
Booth Request Report	✓
View the list of booths requested by different exhibitors	
Weekly Sales and Pacing Report	
Weekly Sales and Pacing Report	✓
Generate a real-time comprehensive report to access Key Performance Indicators (KPI) for your show and analyze their pacing against targets and/or previous show	
Advanced Exhibitor Database Management	
Custom Exhibitor Forms	
Custom Exhibitor Forms	✓
Create and manage forms that can collect information from exhibitors online.	
Custom Contact Fields	✓
Add and manage unlimited custom contact fields	
Reports (Output Formats: HTML, MS Word, MS Excel, PDF, ASCII, XML)	
Custom Exhibitor Form Report	✓
Report the data collected using Custom Exhibitor Forms	
CRM Integration Module	
CRM Integration	
Web Services	✓
a2z's CRM Integration is available via Web Services for most leading CRM providers including but not limited to salesforce.com® and SalesLogix®.	
From CRM to a2z	✓
Following fields can be pulled into a2z from CRM using Web Services in real-time • General Account Information • Custom Options - customize the data pull to only pull the companies that match the criteria you specify	
From a2z to CRM	✓
Following fields can be pulled from a2z into your CRM using Web Services in real-time • Booths - list of booths purchased by exhibitors in current and previous shows • Financial Summary • Orders - list of orders for active and archived events • Invoices - list of invoices for active events • Payments - list of payments for active events	
AMS* Integration Module	
AMS Integration	
Web Services	✓
a2z's AMS Integration is available via Web Services for most leading AMS providers including but not limited to ACGI®, Aptify®, Avectra®, Euclid®, iMIS®, ProTech®.	

Three Platforms. One Solution.

MODULE	a2zShow
From AMS to a2z	✓
Following fields can be pulled into a2z from AMS using Web Services in real-time • Company ID (Primary Key) • Company Name • Address Line 1 • Address Line 2 • City • State • Zip • URL • E-mail • Contact Name Prefix • Contact First Name • Contact Middle Name • Contact Last Name • Contact Name Suffix • Contact Name Title • Phone • Fax • Toll Free	
From a2z to AMS	✓
a2z makes following fields available to AMS via Web Services in real-time: • Company ID • Company Name • Event Name • Booth Number • Booth Size • Booth Dimensions • Date Assigned • Assigned By • Sales Person • Hall • Pavilion • Sub-Expo	
Exhibitor Designated/Appointed Contractor (EDC) Management Module	
Exhibitor Features	
Submit EDC Information Online	✓
Admin Features	
Manage Master EDC List	✓
Add and modify Exhibitor Designated Contractors	
Manage EDC for Exhibitors	✓
Select the EDC appointed by the exhibitor for each of their booths and assess EDC Fee for each booth	
Manage EDC Insurance Status & Contracts	✓
Identify if the Agreements from Exhibitor and EDC have been received or not for each booth	
Reports (_Output Formats: HTML, MS Word, MS Excel, PDF, ASCII, XML_)	
EDC By Exhibitor Report	✓
Provides a list of all of the exhibitors who are using EDC(s) along with a list of EDCs used by each exhibitor	
Exhibitor By EDC Report	✓
List of all the EDCs who are serving the exhibitors in the show along with a list of all the exhibitors served by each EDC	
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	

MODULE	a2zShow
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.	
Conference Marketing & Management	
Attendee Features	
Conference Overview	✓
Real-time complete listing of programs, session descriptions, schedules, venues, and more	
Interactive Program Schedule	✓
Searchable list of educational sessions and details with multiple tracks, and speaker bios, photo and contact information	
Personalized Itinerary	✓
Registered attendees can create and print personalized conference itinerary	
Export Calendar to Outlook	✓
Users can export session selections to Outlook directly from your event web site	
Admin Features	
Session Management	✓
Add or edit an session, edit session title, date & time, venue, and details, etc. in real-time	
Speaker Management	✓
Associate speakers with sessions and manage complete speaker database	
Handout Management	✓
Manage handouts for various sessions	
Session Type Management*	✓
Manage not only educational but all types of events, such as sessions, social events, workshops, etc.	
Session Sponsor Logo	✓
Display your sponsors' logos on session descriptions	
Track Management	✓
Manage various tracks for the event and associate sessions to tracks	
Super Track Management	✓
Manage various tracks for the event and associate sessions to tracks	
Association Management	✓
Manage list of association memberships by each exhibiting company	
Custom Session Fields	✓
Add custom fields for sessions and manage them at the event level	
Custom Speaker Fields	✓
Add custom fields for speakers and manage them at the event level	

Detailed a2zShow Features List

MODULE	a2zShow
Reports *(Output Formats: HTML, MS Word, MS Excel, PDF, ASCII, XML)*	
Session Reports	✓
Provide session title, room number, date & time, and other details	
Speaker Reports	✓
Provide complete speaker description	
Speaker Showcase	✓
List of all of the speakers and the sessions in which they are speaking	
Personal Itinerary Report	✓
Provides the number of users who have added a session to their personal itinerary	
Room Overlap Report	✓
Provides a list of all of the session by room, sorted by date & time. Overlapping sessions in a room are highlighted	
Session Description	✓
List of sessions in chronological order with their date & time, location, speakers, etc.	
Abstract Submission/Call for Paper Management Sub-Module	
Speaker Features	
Online Submissions	✓
Allow speakers to submit their papers/abstracts online. Gather information on: • Duration • Format • Track • Description • Ability Level • Methodology • Learning Objectives	
Presenter References	✓
Collect references of potential speakers to aid selection process	
Custom Fields	✓
Add custom fields (integrated with session and speaker fields) for proposed speakers and manage them at the event level.	
Online Review Features	
Online Review	✓
Allow review committee members to review & grade abstracts online	
Review Committee Management	✓
Assign selection committee members proposals to review	
Admin Features	
Submission Tracking	✓
Track and manage submissions	
Submitter Communications	✓
Send reminders to those with incompete papers/abstracts	
Reviewer Communications	✓
Remind selection members with outstanding proposals to complete their reviews	
Review & Accept Submissions	✓
Reports *(Output Formats: HTML, MS Word, MS Excel, PDF, ASCII, XML)*	
Proposal Reports	✓
Provide proposal title and other details	
Proposal Status Report	✓
Speaker Self-Service Portal	
Speaker Features	
Speaker Login	✓
Use a unique login to view a list of all the sessions at which they are speaking	
Speaker Bios	✓
Add and edit their bios online	
Online Speaker Forms Submission	✓
Allow speakers to submit AV requirements online	
Handout Upload	✓
Allow speakers to upload their handouts online	
Admin Features	
Speaker Management	✓
• Add or modify speakers and associate speakers with sessions in real-time • Provide unique login for each speaker • Track speaker bios, AV requirements, and handouts	

Three Platforms. One Solution.

MODULE	a2zShow
Reports (*Output Formats: HTML, MS Word, MS Excel, PDF, ASCII, XML***)**	
Speaker Reports	✓
View speaker name, photo URL, title, company, address, and any other data collected by the a2z system that you would like to display	
Speaker Forms Report	✓
Provides AV & other requirements for each speaker in each session	
Missing Speaker Information Report	✓
List of all of the speakers who have not returned requested information (AV requirements, bio, session description, etc.)	
Missing Speaker Bios	✓
List of all of the speakers who have not provided their bios	
E-mail Broadcast	✓
E-mail broadcast confirmation letters, including UserID and Password, to the speakers and reminder e-mail to the speakers who have not provided their bios or AV requirements • Sophisticated keyword search across online booths, products, conference sessions and speaker details • Search across multiple websites, not just the main event website (offering much higher exposure to the show organizer's content) • Detailed easy-to-use analytical reports that can be customized for use by business planning, marketing, & sales executives • Based on Google technology: easy and seamless to integrate with several technology platform	
siteSearch	
• Sophisticated keyword search across online booths, products, conference sessions and speaker details • Search across multiple websites, not just the main event website (offering much higher exposure to the show organizer's content) • Detailed easy-to-understand and use analytical reports that can be customized for use by business planning, marketing, and sales executives • Based on Google technology: easy and seamless to integrate with several technology platforms	✓
RSS Feeds	
• Fully integrated with a2zShow version 8 and higher • Create and deliver feeds compatible with major RSS readers • Ability to push feeds to other websites • Ability to include full or summarized text, plus metadata such as publishing dates and authorship • Standardized XML file format allows the information to be published once and viewed by many different programs	✓
Social Bookmarking	
• Fully integrated with a2zShow version 8 and higher • Direct links to major social networking sites such as digg, facebook, del.icio.us etc. • Ability to add show webpage to personal Google homepages • Ability to add more social networking web sites • Analytics to view the social networking status of the show website: how many times the website has been added to a social networking site, to which site, etc.	✓
Banner Ad Revenue Module	
Exhibitor Features	
Rotating Banner Ads	✓
You can set-up and offer rotating banner ads on one or more of your a2z show web site pages to one or a dozen different exhibitors. And all ad revenue goes to you	
Show Web Site Sponsorship Ad	✓
Set-up and offer a single exhibitor, premium sponsorship of your show web site with their discretely displayed on all pages	
Admin Features	
Trackable Banner Ad Reports	✓
a2z automatically creates real-time reports so you can track and share how many hits, click-thrus and visits your banner advertisers and sponsors get on your show website	

* Requires Conference Management and Marketing Module

$ Requires additional set-up fee