Networking & Lead Management: network*Now!*

Revised September 27, 2012

Attendee Features

Exposition Module

Exhibitor List

Real-time listing of all exhibitors in the trade show
• Legends for Products, Press Releases, Show Specials, and Videos
• Alpha Index - Quickly jump to exhibitors based on the first letter of their company name

Exhibitor Quick Search

Keyword search for finding relevant exhibitors

Advanced Exhibitor Search

Powerful search to locate exhibitors using keyword, product category, subcategory, country, state/province, hall, or pavilion

Popular Keywords - Tag Cloud

A tag cloud with 25 of the most popular keywords. Clicking on a keyword in the tag cloud shows exhibitors with that keyword.

Print Exhibitor List

Print current page or all exhibitors
• Highlight Upgraded & Featured Exhibitors
• Sponsorship Opportunity available at the bottom of each page

Floor Plan

Interactive, real-time online floor plan with color coded booths with useful exhibitor information

Print Floor Plan

Printout of the show floor

Recommended Exhibitors

List of exhibitors most closely matched to attendees' needs based on their demographics and behavior

eBooth

Allows attendees to find more information on exhibitors while looking at floor plan. The online eBooth includes:
• 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

Enhanced eBooth

Allows attendees to find more information on exhibitors.The Enhanced eBooth includes:
• Product Pages (unlimited) – Name and description of the products along with photos
• New Product Release (unlimited) – Name and description of the **new products** being released at the show
• Show Specials (unlimited) – Specials being offered at the show including discounts, giveaways, etc.

Product Search

Attendees can search for products displayed in eBooths and quickly determine what products they want to check out

Press Releases

Search & view press releases from exhibitors

Show Specials

Search & view show specials from exhibitors

Exhibitor Videos

View videos posted by exhibitors to better understand products and services

Personalized Expo Plan

Create a list of exhibitors to visit and print a personalized, color-coded floor plan

E-mail Exhibitors

Attendees can e-mail exhibitors and keep track of all sent e-mails

Show Floor Appointments

Request appointments with exhibitors and keep track of all of appointments

Personalized Notes

Create personalized notes to remember specific exhibitor or meeting details

Attendee Features

Conference* Module

Session List

Real-time listing of all sessions
• Display titles, tracks, speakers, and location
• Day Tabs - Quick tabs to see sessions for a specific day
• Paging - View 50, 100, 250, or all sessions on one page

Session Quick Search

Keyword Search for sessions

Advanced Session Search

Powerful Search for sessions by keyword, tracks, super tracks, speakers, and custom fields

Print Sessions List

Print list of all sessions

Export to Outlook

Export sessions to your Outlook calendar

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Session Recommendations	
Get recommended sessions based on demographics and behavior	
Featured Exhibitors	
Easily find exhibitors on top of display who have bought keywords, product categories, or tracks	
Personalized Itinerary	
Create a personalized conference itinerary, print it,and export it to Outlook	

Attendee to Attendee Networking

Attendee Quick Search
Keyword Search for attendees

Advanced Attendee Search
Powerful Search for attendees by keyword and demographics

Recommended Attendees
Matches an attendee with other attendees who have similar or other select areas of interest

Online Profile
Provides online profile to each attendee

My Attendee Network
Create a list of favorite attendees to make networking at the event easier

E-mail Attendees
Send emails to other attendees and keep track of all sent emails

Attendee Appointments
Request appointments or meetings with other attendees and keep track of all appointments

Other Attendee Features

End User Support
Get answers from a2z on how to use & navigate networkNow (logging in, scheduling appointments, etc.)

My Show Guide
Printable personalized show guide that makes navigating the event much easier. Includes following:
• My Expo Plan
• Top 75 recommended exhibitors
• Calendar, including sessions, appointments, and personal meetings
• Maps with expo plan and recommended exhibitors highlighted

Exhibitor Features

Exposition Module

Buyer Matches
Highlights matches and the value presented for the exhibitor at the show. Tells exhibitor which attendees may be interested in buying their product(s) and the potential value.
• See indicators for matches
• Demographic breakdown of exhibitor matches

My Attendee Matches
Access the list of attendees that are matched to each exhibitor. Commonly displayed fields include:
• Title
• Company Name
• Relevance

Attendees Looking for Me
Access the list of attendees who are proactively looking for or at an exhibitor

My Favorite Attendees
Create a list of favorite/target attendees

E-mail Attendees
Send e-mails to attendees and track all e-mails sent

Attendee Appointments
Request appointments with attendees and keep track of all appointments

Featured Exhibitors
Exhibitors may purchase keywords, product categories, and tracks to get priority listing in exhibitor and session lists and searches.
Typically, featured exhibitors get 2 to 4 times more visibility than other exhibitors

Enhanced eBooth
Exhibitors may purchase an enhanced online booth to publish more content and get more visibility.
Typically, **upgraded exhibitors get 2 to 3 times more visibility** than other exhibitors.

Exhibitor Videos
Exhibitors can upload their videos. Videos are viewable in their online booth.

Exhibitor Sales Office/eCommerce with Cart
Exhibitors can purchase the following opportunities online, pay for them, and have these orders fulfilled automatically, in real-time:
• Featured Exhibitor: buy keywords, products categories, and tracks
• Upgraded Exhibitor: buy enhanced online listing
• Videos: buy slots for posting videos in their online booth
• E-mail to Attendee: buy additional emails to send to attendees from the portal
• Attendee Appointments: buy additional appointments with attendees
• Favorite Attendees: buy ability to add more favorite attendees from the portal

Event organizer may sell other sponsorships and opportunities to exhibitor from this portal as well.
Exhibitor's credit card is processed in real-time and funds go directly to event organizer's account

Print Sessions List
Build visibility via a potential sponsorship opportunity at the bottom of each page when Session List is printed

End User Support
Get answers from a2z on how to use & navigate networkNow (logging in, scheduling appointments, inviting prospects, etc.)

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Event Organizer Features
Data Import
Web Services
a2z's system can integrate with your registration system to populate user data via Web Services for most leading registration companies including but not limited to Experient®, Compusystems® and Convention Data Services®.

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Email & Social Media Marketing

Email Marketing

Plan and execute e-mail marketing campaign for attendees to increase the utilization of the portal by attendees

Social Media Marketing

Create a social media campaign and messages for show organizers, including tweets, facebook posts, & LinkedIn posts, to increase awareness and utilization of the portal

Additional Revenue Opportunities

Featured Exhibitors

Sell keywords, product categories, and tracks to exhibitors so they can have priority listing in exhibitor and session lists and searches. *Typically, featured exhibitors get 2 to 4 times more visibility than other exhibitors.*

Upgraded Exhibitors

Sell exhibitors an enhanced online booth to publish more content and get more visibility. Typically, **upgraded exhibitors get a boost of 2 to 3 times** that of other exhibitors.

Exhibitor Videos

Allow exhibitors to upload videos to play in their online booth for a fee.

Exhibitor Sales Office/eCommerce with Cart

Exhibitors can purchase the following opportunities online, pay for them, and have these orders fulfilled automatically, in real-time:
• Featured Exhibitor: buy keywords, products categories, and tracks
• Upgraded Exhibitor: buy enhanced online listing
• Videos: buy slots for posting video in their online booth
• E-mail to Attendee: buy additional e-mails to send to attendees from the portal
• Attendee Appointments: buy additional appointments with attendees
• Favorite Attendees: buy ability to add more favorite attendee from the portal

Event organizer may sell other sponsorships and opportunities to exhibitor from this portal as well.

Exhibitor's credit card is *processed in real-time* into event organizer's account

Print Sessions List

Sell sponsorship of exhibitor logo that appears at the bottom of each page when Session List is printed

Support

Audience Engagement Marketing

a2z executes a marketing campaign to drive adoption, complete with emails and videos for exhibitors and attendees as well as an FAQ section

End User Support

Have a2z field all system support inquiries for your exhibitors and attendees (logging in, scheduling appointments, etc.)

Reports

Weekly Report

Weekly report to event organizer showing key performance indicators for the utilization of the portal, including:
• Top keywords & product categories searches by attendees
• Most popular exhibitors visited by attendees
• Traffic Stats - page views and searches
• Attendee utilization
• Online booth Visits by attendees
• Expo plan entries made by attendees
• Download count for My Show Guide

Post Show Analysis Report

Detailed post show analysis of networkNow! including:
• Attendee utiliztaion
• Exhibitor utilization
• Traffic stats
• Top keywords
• Top product categories
• Top exhibitors
• Additional revenue analysis
• Stats for featured exhibitors
• Stats for upgraded exhibitors
• Additional value creation for featured and upgraded exhibitors
• Effectiveness of marketing campaigns

* Requires Conference Management Module