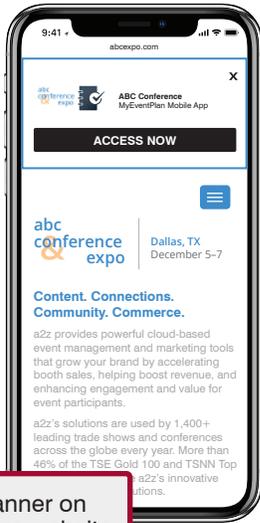
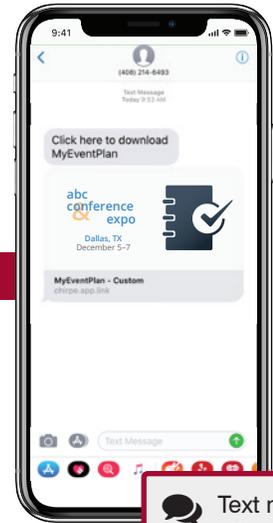


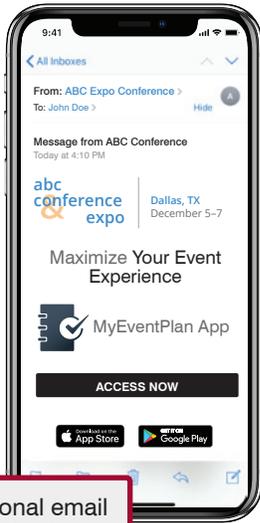
# The Convenience of Facilitated Attendee Journey, Now Available in the a2z-Powered Mobile App Solution



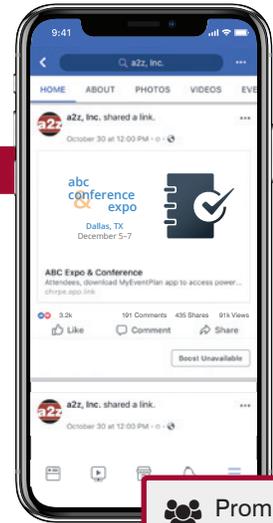
Smart banner on responsive website



Text message on attendee's phone



Educational email communication



Promotional post on social media

Your Event on  
**MyEventPlan**



## MyEventPlan with Chirpe Mobile & Social Platform

MyEventPlan combines powerful branding opportunities for events within a universal app environment. a2z's state-of-the-art facilitated attendee journey innovation provides users one-click access to the event they are attending from multiple sources such as emails, websites, social media posts and text messages on their smartphones. MyEventPlan also incorporates all the essential search, planning and networking tools that attendees need to get the most out of their participation at B2B conferences, conventions, tradeshow and meetings.



- ✓ Provide a seamless experience to your attendees
- ✓ Brand the event with your graphics, messages, and colors
- ✓ Leverage a state-of-the-art solution at zero additional cost
- ✓ Leverage a2z's promotional marketing and end-user support

# MyEventPlan

Powered by ChirpE

MyEventPlan extends an immersive, branded experience, made possible by a2z's proven technology and unique facilitated attendee journey feature. This direct access ensures a completely distraction-free, 100% event-centric user experience for attendees.

Seamlessly integrated with the a2z-powered event websites, MyEventPlan meets the attendees' needs effectively and efficiently, making interactions faster and easier, thus increasing their overall satisfaction and converting them into repeat visitors.

## FEATURES + BENEFITS

**A Facilitate User Journey**  
Smart banners on event website along with other promotional features provide direct access to your event.

**Event Branding**  
Brand your event with customized graphics, custom icon, messages, and colors.

**Easy-to-use Solution**  
Changes to floor plan and conference information are pushed to the event apps seamlessly, without requiring additional effort on your part.

## Words of Appreciation

"The a2z Mobile app has been a great addition to our show."



**Adrienne Belk, Director of Marketing**  
Surf Expo

"a2z is really riding the winds of change. They keep improving their app and testing new products and offerings."



**Jerome Bruce, CAE, CMM, CMP, CEM**  
AGA

**Proven Marketing and Support**  
Powerful marketing services and end-user support drive up adoption and utilization.

**Outstanding Attendee Tools**  
Attendees can browse the exhibitor list, interactive galleries, and the high resolution floor plan, as well as build personalized planners and take notes.

**Personalized Attendee Experience**  
a2z provides portal set up and smart personalization features for attendees.



Learn more or schedule a demo: [+1 443.393.2443](tel:+14433932443) [sales@a2zinc.net](mailto:sales@a2zinc.net) [www.chirpe.com](http://www.chirpe.com)



### Content. Connections. Community. Commerce.

a2z provides powerful cloud-based event management and marketing tools that grow your brand by accelerating booth sales, boosting revenue, and enhancing engagement and value for event participants. a2z's solutions are used by 1400+ leading trade shows and conferences annually, including more than 46% of the Top 250 U.S. shows.