



CONTENT • CONNECTIONS • COMMUNITY • COMMERCE

Streamline operations
and see measurable ROI
in one show cycle.



Strategic Analysis Report – ABC Show

Retention Analysis



Increase &
Expedite
Sales



Engaging
Attendee
Tools



Excellent Custom
Service & Support



Improve
Exhibitor
ROI



Increase
Operational
Efficiency



Expedite
Cash
Flow

Exhibitor Retention Analysis

■ Lost

■ Retained

■ New Exhibitors

2014

-189 (30%)

396 (64%)

225 (36%)

79%

46%

2015

-206 (28%)

415 (56%)

329 (44%)

80%

51%

2016

-245 (30%)

499 (62%)

307 (38%)

Year 2013

68%

621

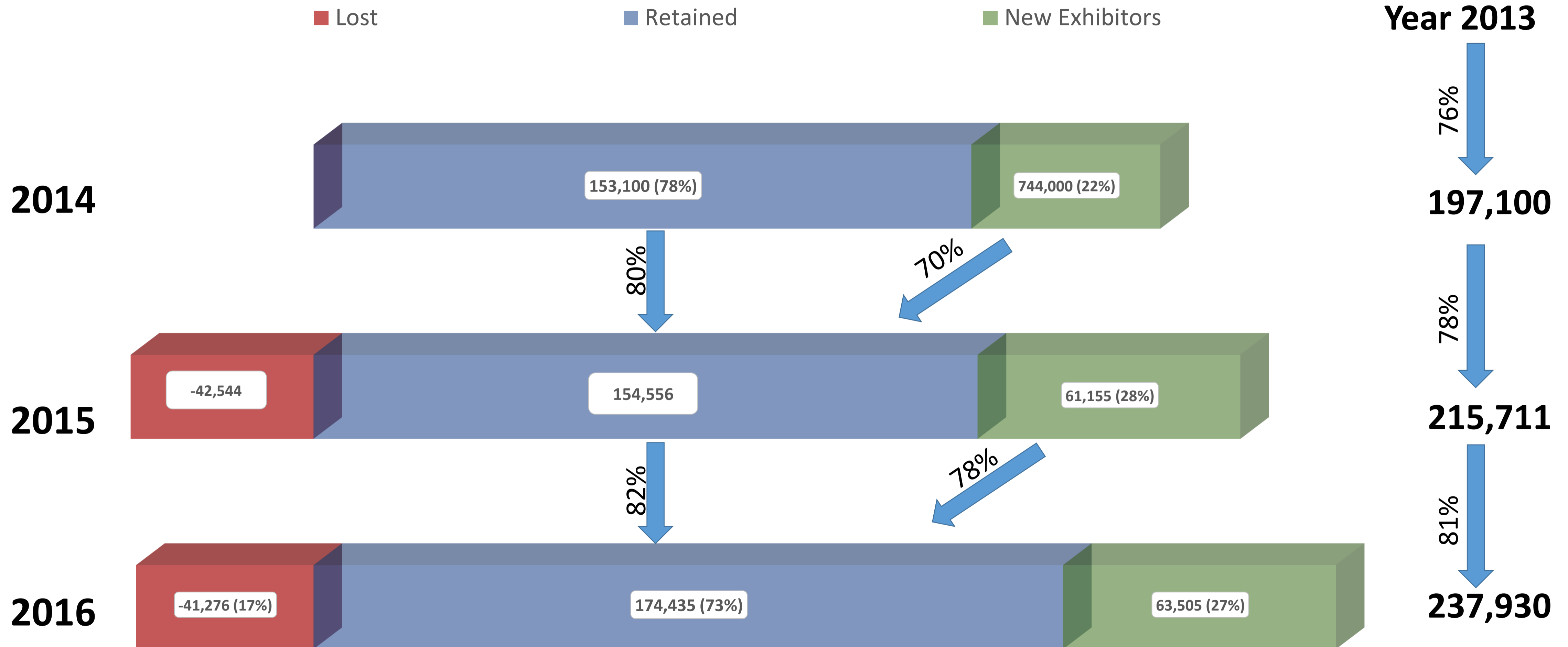
67%

744

67%

806

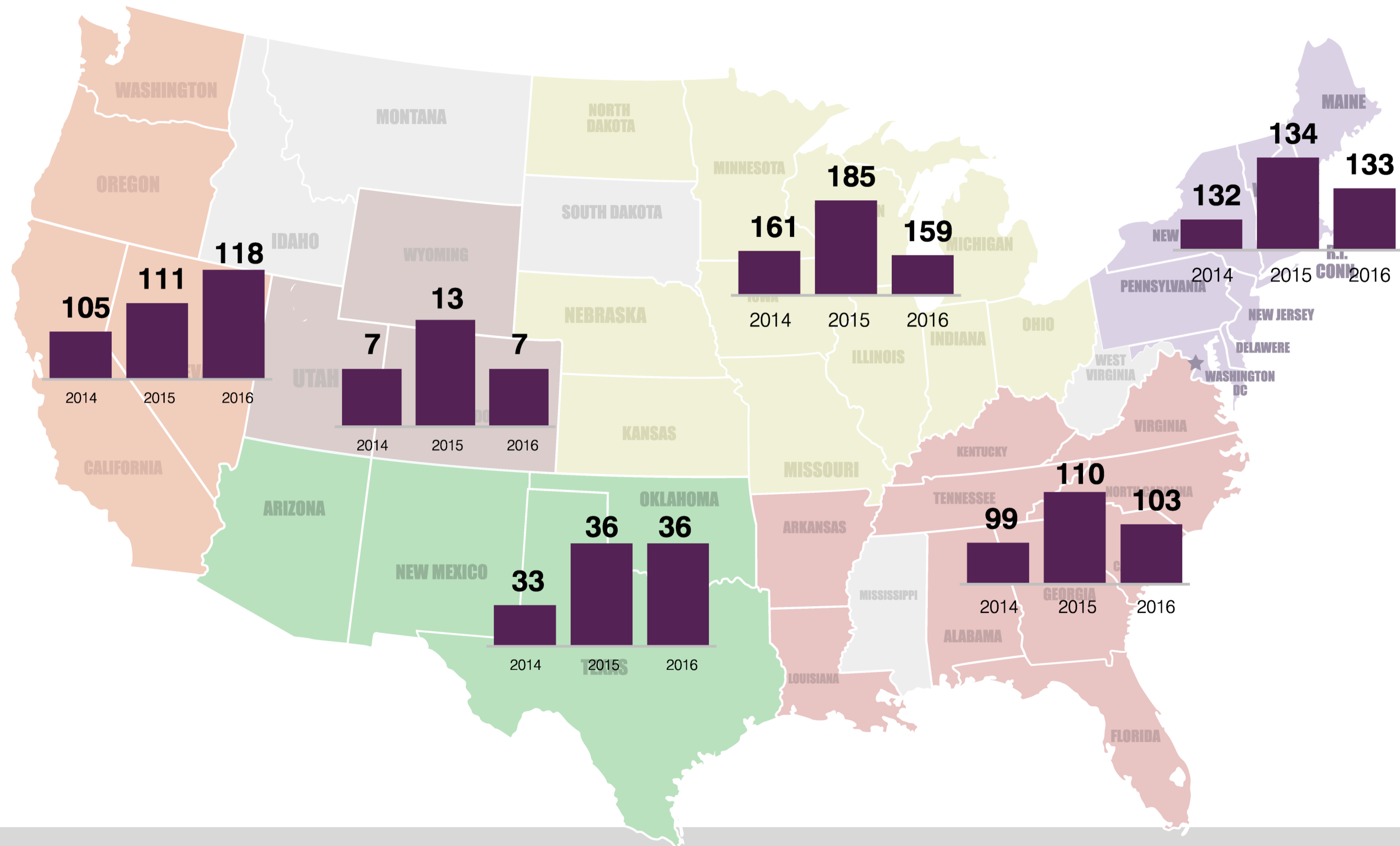
NSF Retention Analysis



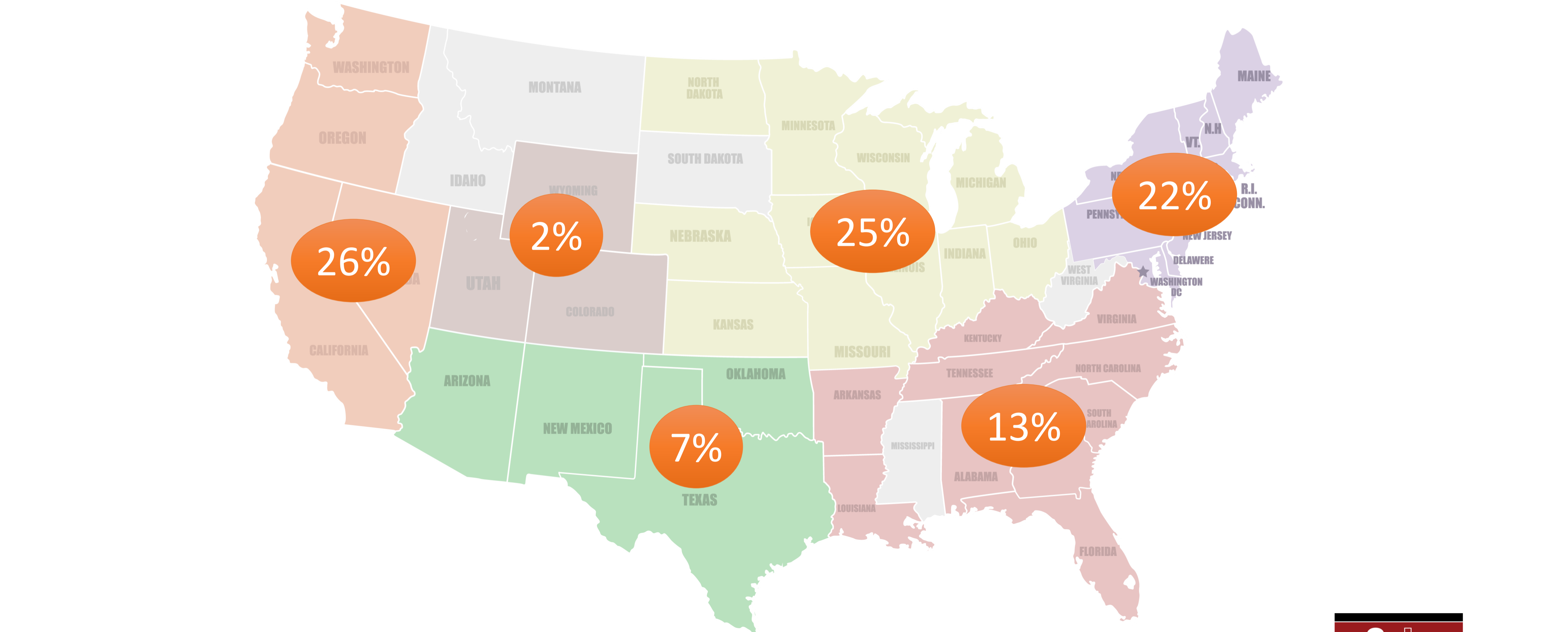
Geography Analysis



Supplier Geography



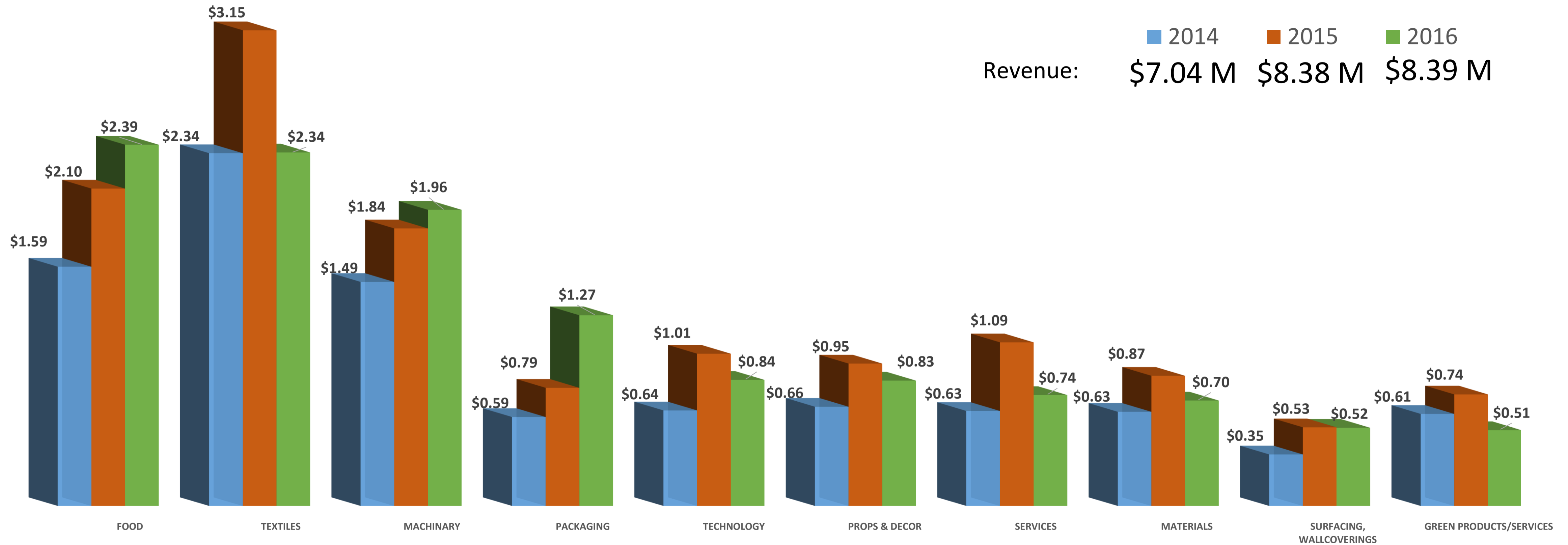
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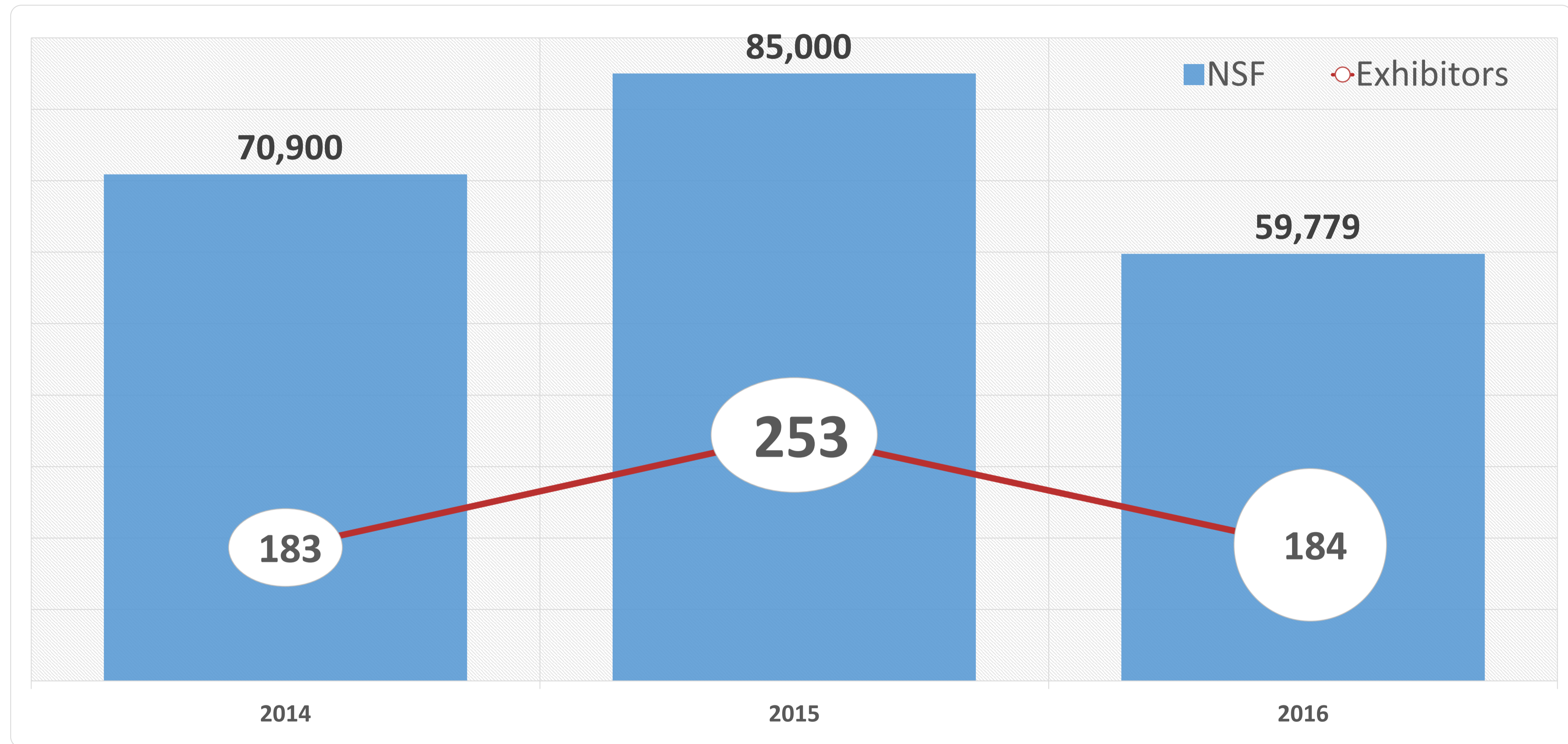
Product Category Analysis



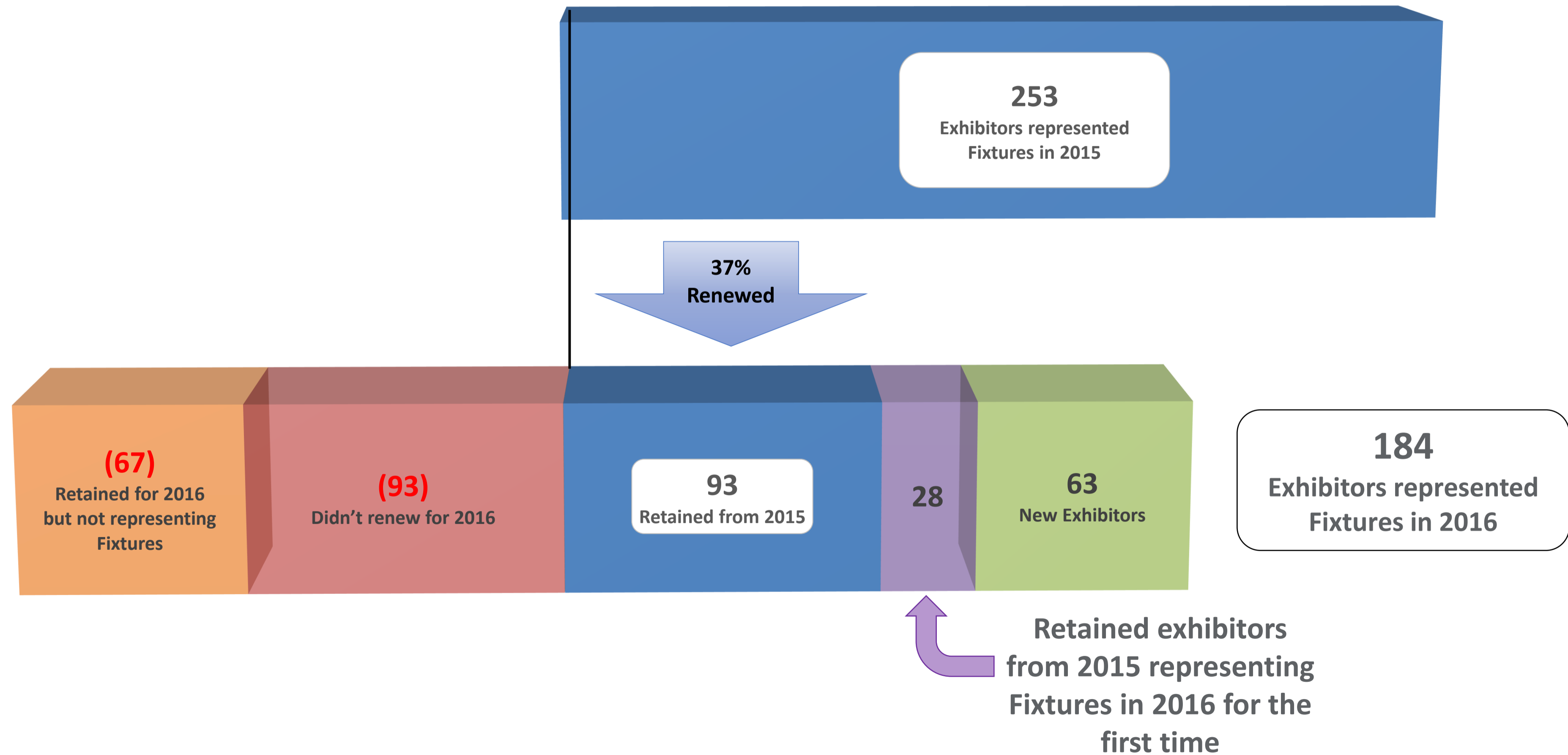
Revenue contribution by TOP 10 Categories



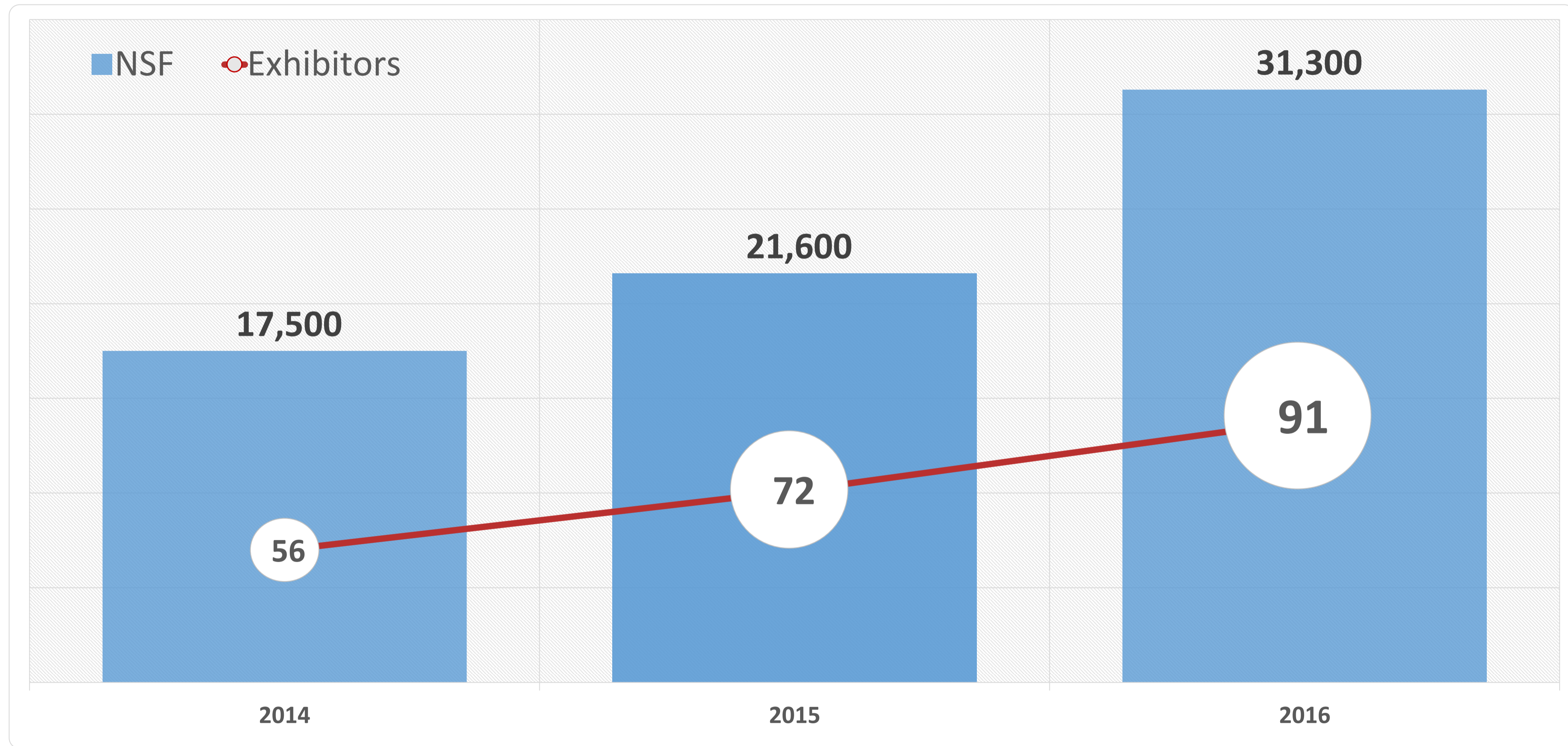
TEXTILES



TEXTILES – Renewal Analysis



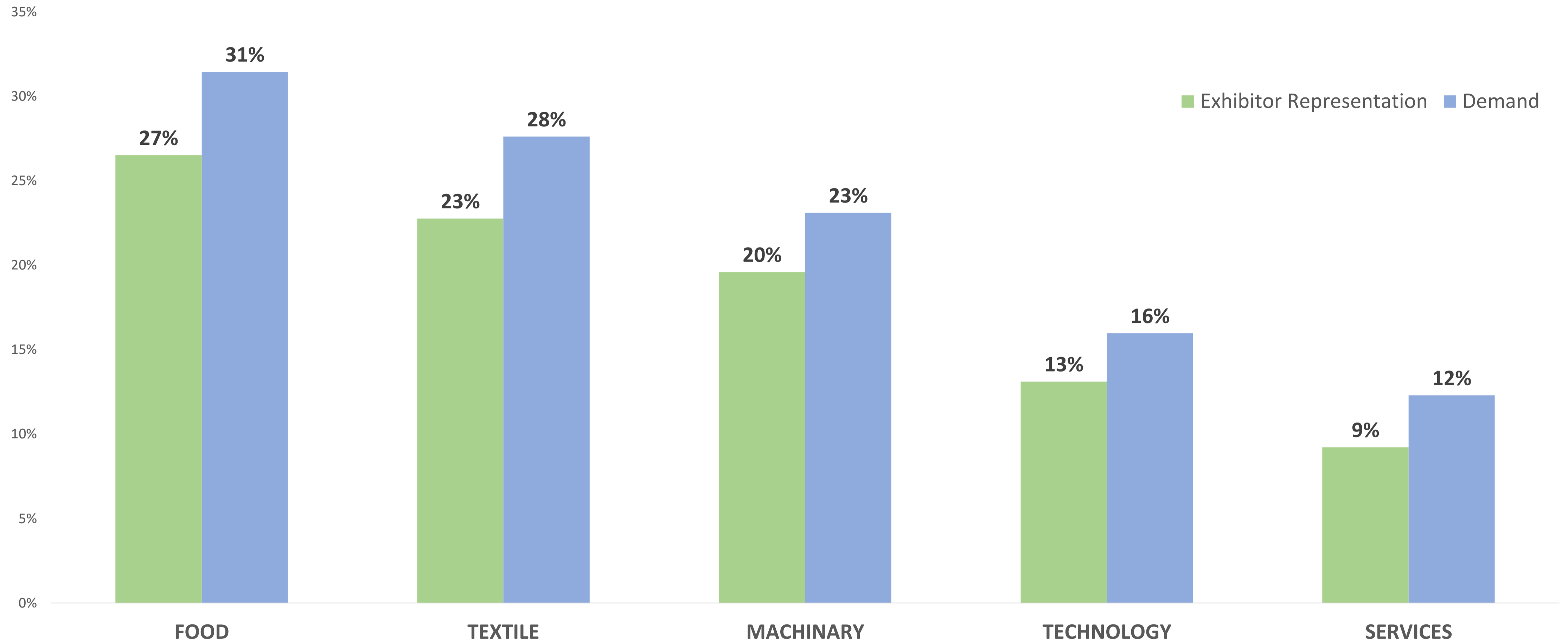
FOOD



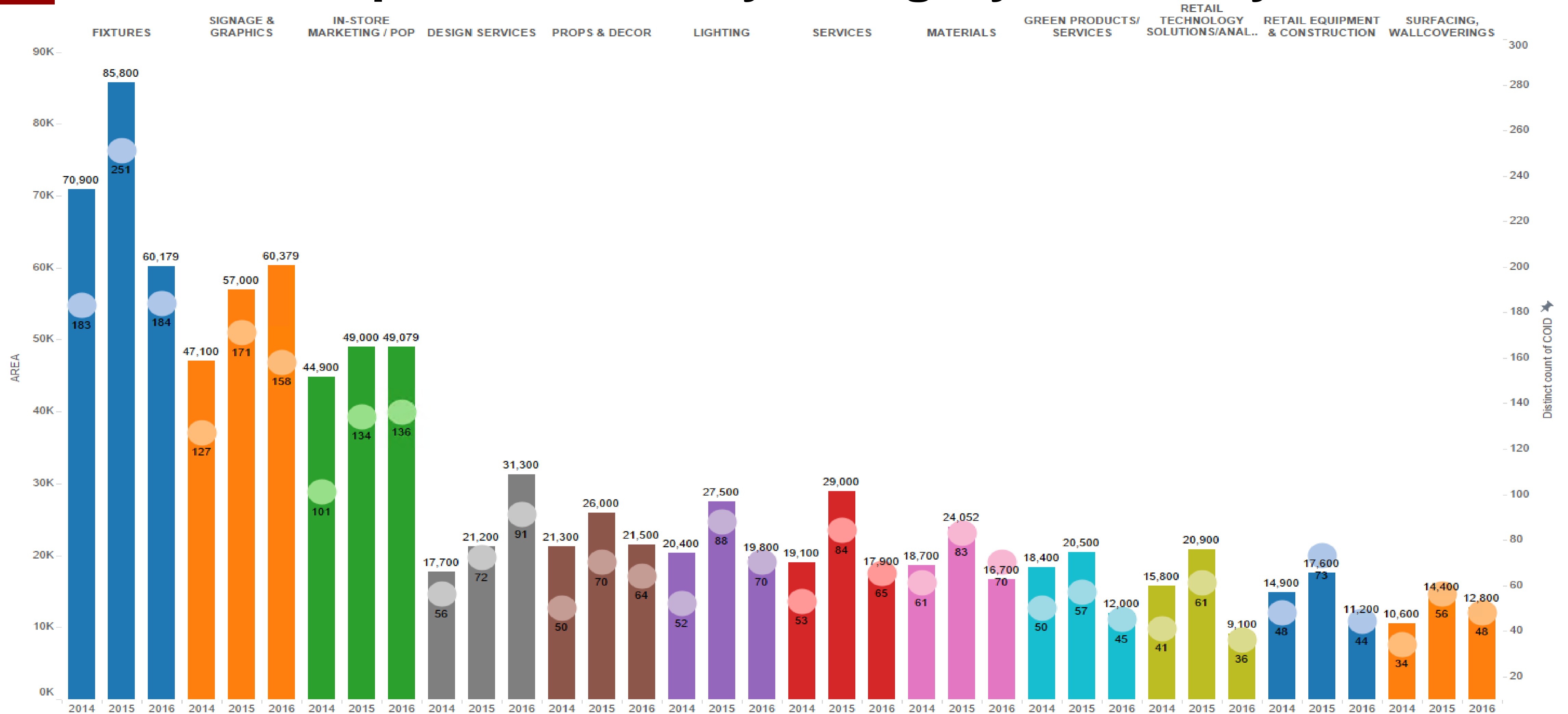
FOOD – Renewal Analysis



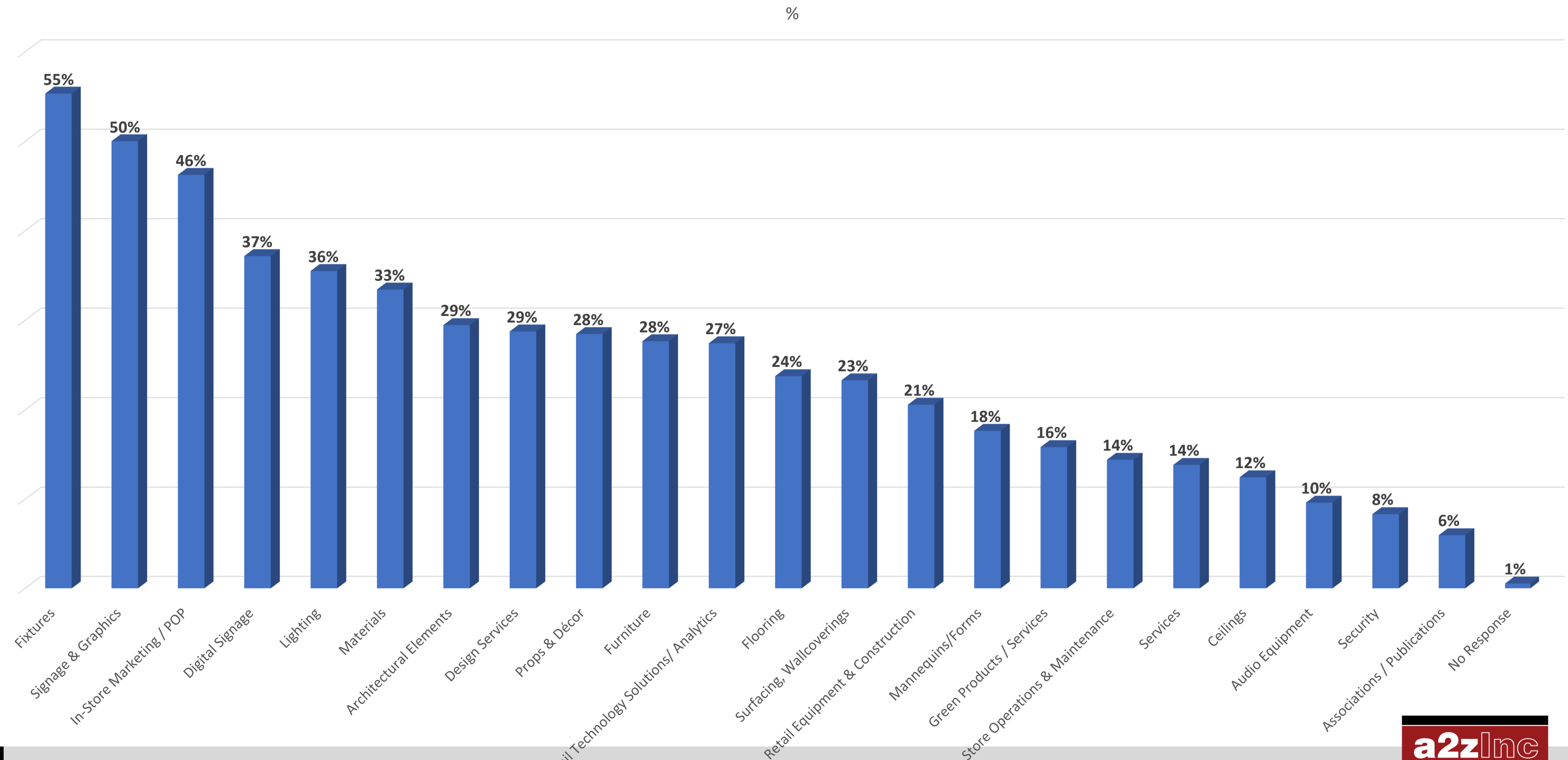
Supply & Demand GAP – Top 5 Categories



Exhibitor Representation by Category – Last 3 years



Attendee Interests – 2016



Financial Analysis



Increase &
Expedite
Sales



Engaging
Attendee
Tools



Excellent Custom
Service & Support



Improve
Exhibitor
ROI

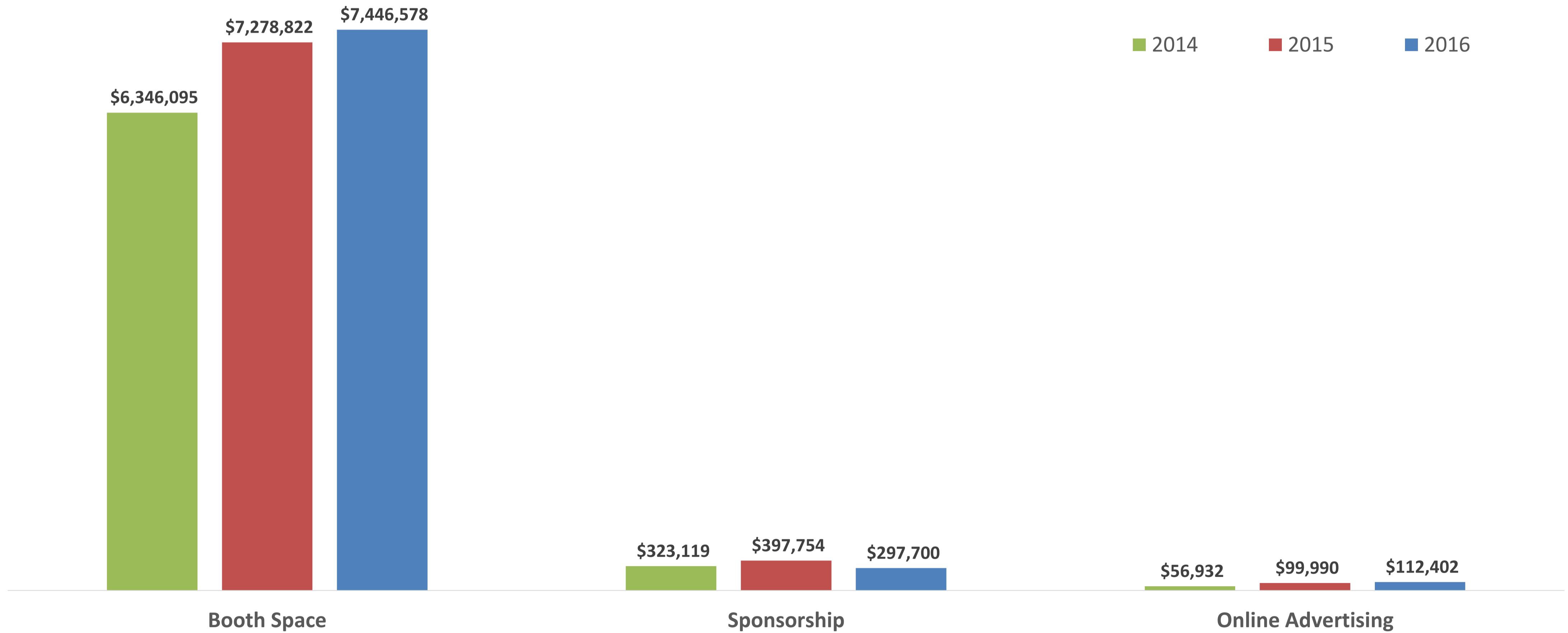


Increase
Operational
Efficiency

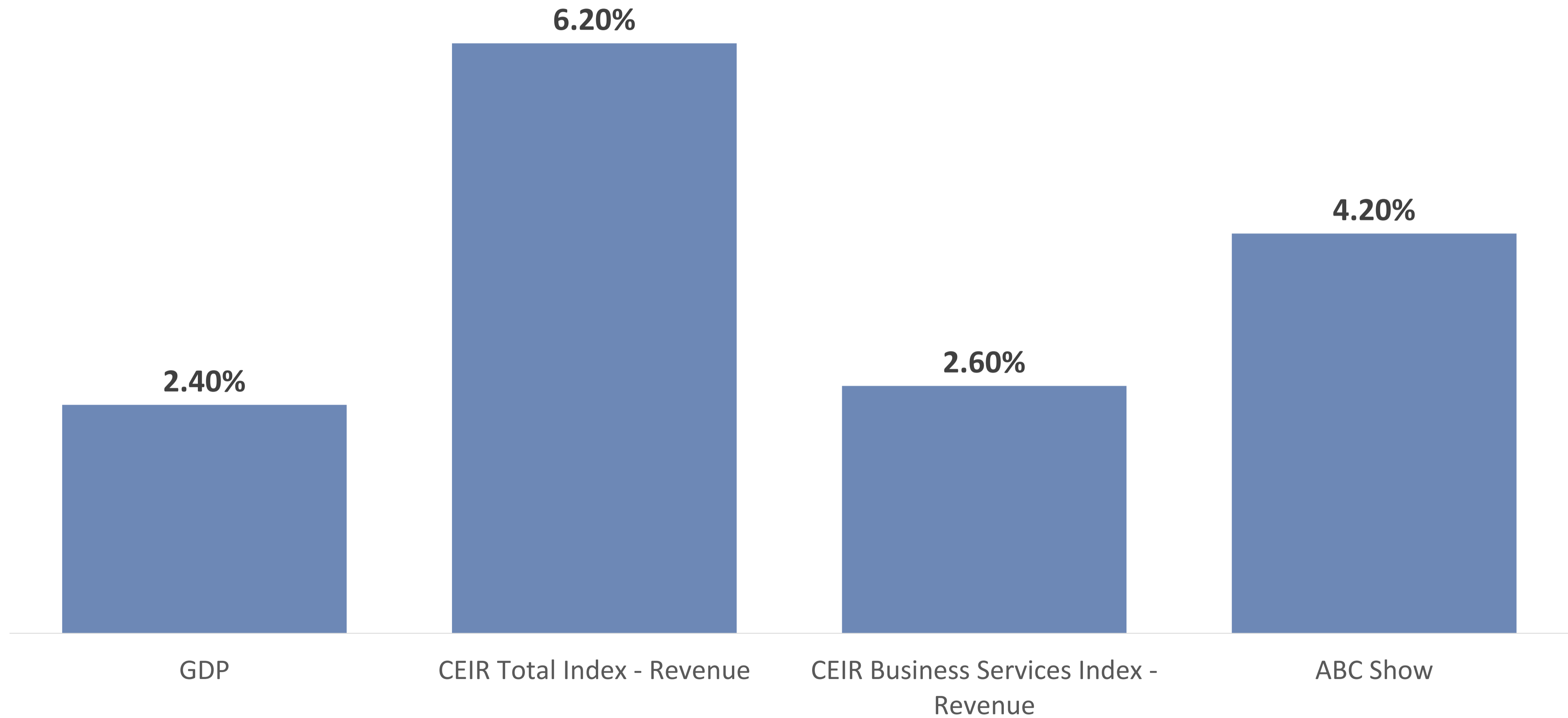


Expedite
Cash
Flow

Financials



GDP & Industry Comparison – 2015



Thank You

a2z 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. Without the a2z team, we wouldn't have had the success we enjoyed.



Scott Craighead

Vice President of Exhibitions and Events
International Association of Exhibitions and Events

