



THE POWER OF FACE-TO-FACE

★ ★ ★
LAS VEGAS

10-12 DECEMBER | 2007



International Association
of Exhibitions and Events

Expo! Expo!
Annual Meeting & Exhibition 2007

Booth Sales Automation

Selling Booths Quickly & at Lower Cost

How J. Spargo & Associates used online expo management
and CRM software to automate booth sales

- a case study -



The Situation

- J. Spargo & Associates, Inc. (JS&A) was using several applications to manage booth sales process which were
 - Disparate
 - Complicated
 - Requiring significant manual data handling

Resulting in

1. *Sales staff managing data instead of selling*
2. *Sales process too long*
 - *in absence of an efficient business process support system*
3. *High cost of doing business*
 - *in absence of efficient tools*
4. *Limited resources for customer support*
 - *sales staff having to spend too much time with IT systems instead of clients*

The Challenge

- To replace a portfolio of diverse applications with a better solution to:
 - avoid redundant, manual data handling
 - work seamlessly, from anywhere in the world with an internet connection
 - free up JS&A employees to better serve customers

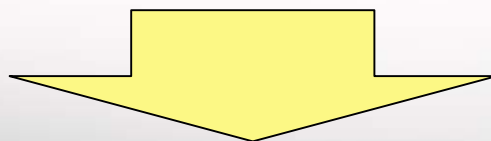


Thereby

- *simplifying processes and tools > higher employee productivity and job satisfaction > **High value to the firm***
- *bringing down costs > **Better event/company ROI***
- *saving time on administrative tasks > more time for customer service > **Happy Customers***

The Solution

1. JS&A selected a2zShow Enterprise, a web-based event management platform, thereby
 - eliminating multiple data entry tasks
 - automating sales and management processes
2. Started using Salesforce.com, synchronized in real time with a2z platform
 - Prospects tracked in SalseForce.com, and customers are tracked in a2zShow, with the data synching seamlessly between the two systems in real-time



- ***ALL functionality delivered by two integrated systems***
- ***The staff spends less time doing administrative work and more time on sales and service***

The Results

- Quick and high ROI
 - JS&A projects it will take less than two years to recoup its investment
- Increase in productivity: *increased exhibit sales*
- Better client and customer service
 - a2zShow has enabled JS&A to manage more events with the same size team
- Other benefits and efficiencies include:
 - ✓ *Streamlined sales*
 - ✓ *Improved cash flow*
 - ✓ *Global access*
 - ✓ *One-time data entry*
 - ✓ *Reduced IT Support*
 - ✓ *Robust Reporting*
 - ✓ *Simplified website*
 - ✓ *Fewer customer service resources/better service*
 - ✓ *Improved attendee marketing*

Example

- A key show of J. Spargo & Associates
- Sold 500+ booths on site in *three days* with *two people*
- Everything went *live* to the website floor plan right away
 - No need to upload it back at the office
- Invoicing within a matter of *days*, improving cash flow
- Thanks to a2z

Further information

James Spargo

Sr. Vice President

J. Spargo & Associates, Inc.

james.spargo@jspargo.com

(703) 631-6200

www.jspargo.com

Michael J. Hatch

Sr. Vice President, Marketing and Sales

a2z, Inc.

mikeh@a2zinc.net

(443-393-2440)

www.a2zinc.net



 Download PDF

Case Study
available in pdf and
HTML format on
www.a2zinc.net