

American Academy of Neurology Case Study

Streamlining and Expediting Sponsorship Sales

The American Academy of Neurology (AAN) Annual Meeting attracts 12,000 physicians, business administrators and advanced practice providers each year. It also draws the attention of big-name sponsors—pharmaceutical companies, medical device manufacturers and volunteer health organizations, for example—that are looking to engage with attendees. Historically, AAN's sponsorship selling process for its annual meeting has been unwieldy and time consuming and the organization was looking to modernize the process for this event and others, creating a more efficient and improved user experience for potential sponsors.



Sponsors purchased
opportunities on a
PCI-compliant event website,
powered by A2Z Events.

CHALLENGE:

An Inefficient and Lengthy Sales Process

Before AAN engaged A2Z Events by Personify, processing a sale involved delivering a printed prospectus with order forms to a sponsor. Each sponsor had to return a completed form to the event management team who would manage the order, produce an invoice and process the payment. All of this involved several different systems, including email and CRM. Beyond being cumbersome for the sponsor and event managers, the manual process didn't provide visibility into the available inventory of sponsorships or immediate confirmation of specific purchases, which slowed down the sales process.

The Move to Digital

Although AAN already used A2Z Events to manage exposition marketing and exhibitor contracts, the organization tapped Personify to re-engineer its sponsorship sales process in 2016. Using the A2Z Events platform, event organizers were able to open sponsorship sales at a specific day and time, creating a sense of urgency and some friendly competition.



A2Z Events transformed an antiquated system, which pushed paper back and forth between sponsors and our team, into an event within an event that delivered sales of \$2.8 million in sponsorships within the first hour and a half. Having this system in place allows us to spend more time on creating new and innovative sponsorships and connecting with our sponsors.

ERIN HARRIS

*Industry Sales Specialist,
American Academy of Neurology*

Sponsors could log in, make their sponsorship selections, sign a contract and pay through a simple online form. Moments later, sponsors received a confirmation and receipt via email. The entire process, which previously required multiple manual steps for show managers, was now automated and freed up time for show managers to focus on their programs instead of paperwork.

More Sales, Much Faster

The A2Z Events' sponsorship sales solution transformed the way that AAN sells sponsorships. Besides delivering payment card industry (PCI) compliance, the platform reduces order processing time, expedites invoicing and increases the organization's cash flow. AAN's show managers no longer need to hold weekly meetings to discuss invoicing and late payments.

In 2015, it took AAN four weeks to sell \$2.8 million in sponsorships. In 2016, with the A2Z Events sponsorships platform live, the team sold \$2.8 million of the total \$4.3 million in revenue in the first hour and a half. Ahead of the 2017 event, the association sold 114 percent of the 2016 goal with items still being sold daily.

2.8M

In sponsorships sold within the first 1.5 hours

114%

Growth in sales over previous year, mid-way through show cycle



Show management eliminated the need for weekly invoicing meetings

How Can A2Z Events Help You?

Our online sponsorship sales management is a powerful yet easy-to-use, tool to configure, bundle and sell event sponsorships online:

- Allow sponsors to review and make purchases through a secure self-serve portal that is available 24/7/365 on any device
- Manage sponsorship inventory and benchmark against event goals
- Expedite and increase sponsorship sales, and sell earlier in show cycles
- Accelerate cash flow by 60 to 90 days with easy invoicing
- Save 25 to 100 hours in preparing financial reports and reconciliations

Learn More

**Request a Demo at
personifycorp.com**