

SPARGO, Inc.: ADLM International Marketing Briefing Breaks Attendance Record

The Challenge: Enhancing Program Format and Content to Drive Increased Attendance

The Association for Diagnostics & Laboratory Medicine (ADLM), in collaboration with SPARGO, Inc., presented the 2025 International Market Briefing—an exclusive, value-added program for exhibitors. Chaired by KPMG, the session featured expert-led presentations on the global in vitro diagnostics (IVD) market. Highlights included global trend analyses and growth projections from IQVIA, an overview of recent and anticipated mergers and acquisitions from KPMG, and an engaging panel discussion with leading industry executives on the complexities of driving innovation in a rapidly evolving landscape.

The SPARGO Solution: Strategic Content Realignment Around Policy and Market Disruptions

To maximize relevance and engagement, SPARGO and ADLM partnered with the program committee to refine both the content and delivery of the event. The revised agenda centered on critical global topics, including international tariff policy, pricing pressures in China, and the shifting regulatory and reimbursement environment. A new, more interactive format encouraged open dialogue in an informal setting, enhancing audience participation and peer-to-peer exchange.

The Result: Unprecedented Exhibitor Engagement

The reimagined program achieved record-breaking attendance, surpassing all previous participation benchmarks and reinforcing the importance of strategic content planning in exhibitor-focused events.

Conclusion: A Strategic Partnership Driving Continued Growth

Through their collaborative efforts, SPARGO and ADLM successfully elevated the International Market Briefing into a premier platform that delivers exceptional value to both exhibitors and sponsors. This partnership remains committed to continuous improvement and innovation, ensuring sustained growth, increased engagement, and long-term impact in future editions of the program.