

SPARGO, Inc.: Transforming the AOSSM Exhibit Hall (The Field House) Experience

The Challenge: Breathing New Life into the AOSSM Annual Meeting Exhibit Hall (The Field House)

The **American Orthopaedic Society for Sports Medicine (AOSSM)** is a leading professional association in orthopaedic sports medicine, composed of surgeons, physical therapists, athletic trainers, and allied professionals.

Held each **July**, the Annual Meeting serves as the society's flagship event—delivering **education, research, innovation, networking, and global fellowship** for over 2,700 participants worldwide.

Attendance and exhibitor participation needed a boost, but more importantly, the entire environment needed reimagining—from its physical layout to how it supported attendee-exhibitor engagement. A floor plan was needed that promoted dwell time and discovery, programming that drove foot traffic, and value-rich opportunities for exhibitors to stand out.

The SPARGO Solution: Enhance the Experience and Effectiveness of the Exhibit Hall (The Field House)

AOSSM's goal was clear: reimagine the exhibit floor to be more interactive, open, and engaging—one that promoted longer attendee visits and increased traffic to all exhibitors, especially smaller ones. SPARGO stepped in as a strategic partner, and over just one year, helped AOSSM achieve measurable growth and elevate the overall exhibit experience.

SPARGO's first recommendation was a significant one: **redesign the exhibit floor plan** to include featuring smaller exhibitors near the front entrance. This smart repositioning gave emerging and first-time exhibitors high visibility and better access to foot traffic—an essential strategy that leveled the playing field and helped these companies shine. The entire layout was reworked to feel more open and intuitive, encouraging attendees to flow naturally through the space and engage more fully with booths. **Interactive zones, hands-on learning stations, and dynamic product demonstrations** were integrated to make discovery more immersive and enjoyable.

Beyond the layout, SPARGO worked with AOSSM to optimize programming and boost attendance in the exhibit hall. The hall was **open for two full days, and hours were extended** to give attendees more time to explore. Educational sessions were deliberately scheduled outside of exhibit hours to eliminate competition and ensure attendees could

focus entirely on engaging with exhibitors. The kickoff of the exhibit hall featured an **Opening Celebration Tailgate Party** right on the show floor, which added energy and drew in early crowds. A boxed lunch was also served in the hall, further encouraging attendees to stay longer and explore more booths.

To support exhibitor success and provide additional value, SPARGO introduced a Featured Exhibitor upgrade. This enhancement allowed exhibitors to showcase their brand with logos, detailed product descriptions, photos, and corporate videos in the official listings. Leading companies like **Arthrex, Stryker, and Zimmer Biomet** embraced the opportunity, which helped anchor the expo space with high-traffic destinations and further boosted credibility.

The results between 2024 and 2025 were striking. AOSSM saw a:

- ✓ 30% increase in the number of exhibitors
- ✓ 40% boost in booth space revenue
- ✓ 37% increase in first-time exhibitors

Attendee engagement also surged:

- ✓ 90% of attendees visited with exhibitors, with nearly 40% staying in the exhibit hall for 1–2 hours and about 25% staying even longer
- ✓ More than 80% rated their time in the hall as valuable to very valuable
- ✓ Over 50% found features like the Opening Tailgate Party, Training Center Presentations, and Turf Demos to be worthwhile parts of their experience.

SPARGO's thoughtful planning, creative strategies, and operational excellence helped AOSSM not only meet its goals but exceed them—setting a new standard for exhibitor and attendee experience at future Annual Meetings.

AOSSM was thrilled with the partnership, sharing, ***“We've been working together just over a year now and it has been simply wonderful! Thank you for everything that you do. We look forward to a long partnership.”***

Conclusion: A Partnership Built on Results

By blending strategic layout changes, extended exhibit programming, and innovative exhibitor opportunities, SPARGO empowered AOSSM to deliver a richer, more inclusive exhibit hall experience. Small exhibitors saw increased exposure, attendees enjoyed more dynamic engagement, and the event as a whole reached new heights. The partnership set a strong foundation for future growth and continued success.