

# SPARGO, Inc.: Innovating Exhibitor and Sponsor Offerings to Create New Revenue Streams at the ASCO Annual Meeting

## The Challenge: Innovate Exhibitor Offerings and Create New Revenue Streams

Known as the premier educational and scientific event in the oncology community, the **American Society of Clinical Oncology (ASCO) Annual Meeting** attracts more than 44,000 of healthcare professionals from around the world and over 400 organizations highlighting the most advanced treatments, products, and services in oncology today.

ASCO trusted their partner, SPARGO, Inc. to help them expand exhibitor opportunities, improve attendee engagement, and unlock new revenue streams.

## The SPARGO Solution: Introduce Exhibitor-Focused Opportunities that Transform Attendee Engagement and Boost Revenue

Together, ASCO and SPARGO introduced a series of strategic initiatives that significantly elevated the exhibitor's experience. One of the most impactful innovations was the introduction of **Exhibitor Meeting Rooms** in 2009, beginning with just ten rooms tucked in the back of the exhibit hall. Over the years, the popularity of these rooms surged to the point that, by 2025, over **200 meeting rooms** were sold—prompting a relocation into an entirely separate hall dedicated solely to these private spaces. This not only created a new revenue channel but also gave exhibitors a professional, focused environment to host strategic meetings onsite.

Building on that momentum, **Industry Expert Theaters** were launched in 2012, offering exhibitors a forum to present non-accredited, educational sessions live on the show floor. IETs quickly became one of the most sought-after opportunities, and in response to their popularity, a second theater was added in 2023, doubling the availability to **18 slots** over the three days the exhibit hall is open. These sessions allow companies to spotlight key products, data, or services in front of target audiences, significantly boosting brand engagement.

In 2018, ASCO expanded into **Exhibit Hall Advertising**, initially offering simple elements like branded park benches and table clings. Since then, SPARGO has worked with ASCO to grow this into a robust branding program that includes **13 unique advertising formats**—many of which are exclusive or available in multiples. The 2026 meeting will showcase the most comprehensive offering yet, with **new opportunities being added each year to meet increasing demand and exhibitor creativity**.

Recognizing the need to support startups and emerging players in oncology, ASCO launched the **Innovation Hub** in 2022 with SPARGO's guidance. This curated section of the exhibit floor allows early-stage companies to participate at a reduced cost through turnkey kiosk packages—lowering the barrier to entry while enriching the diversity of innovation on display.

Beyond new offerings, SPARGO has also provided critical operational insights. By recommending changes to the layout of the **poster areas, food courts, and seating zones**, SPARGO helped ASCO optimize **attendee traffic flow** while adding **sellable exhibit space**—a win-win for exhibitors and organizers alike.

Throughout this ongoing partnership, SPARGO not only generates ideas but also works hand-in-hand with the **Convention Center and Official Service Contractor** to bring them to life. Their logistical expertise and forward-thinking approach have helped ensure that the ASCO Annual Meeting remains dynamic, engaging, and continuously evolving—**an event that both exhibitors and attendees look forward to year after year.**

The success of the ASCO Annual Meeting is a direct reflection of the dedication, creativity, and collaboration behind the scenes. In appreciation of SPARGO's partnership, the ASCO team shared the following note:

***“Thank you all for making it happen! We couldn't do it without everyone being willing to pitch in, try new things, and just generally doing an incredible job. We appreciate you more than you know.”***

## **Conclusion: Turning Vision into Value at the ASCO Annual Meeting**

Through creative strategy, thoughtful space planning, and a deep understanding of exhibitor needs, SPARGO has been instrumental in evolving the ASCO Annual Meeting into **a must-attend, revenue-generating showcase for innovation in oncology.**

By continuously identifying new opportunities for engagement, optimizing the use of event space, and introducing fresh, impactful exhibitor programs, **SPARGO has helped ASCO create an environment where industry leaders can connect, collaborate, and thrive.** This partnership not only strengthens the attendee and exhibitor experience—it also drives **meaningful growth and long-term value for the organization.**

As ASCO continues to grow and adapt to the future of oncology, SPARGO remains a trusted partner in delivering exceptional experiences and operational excellence meeting after meeting.