

SPARGO, Inc.: Elevating AFCEA Events to Unprecedented Success

The Challenge: Scaling AFCEA Events Amidst Changing Industry Demands

AFCEA International, a leader in advancing global security and technology through networking and collaboration, hosts some of the most influential events in defense, cybersecurity, and intelligence. However, as the industry evolved, AFCEA needed to **expand its reach, enhance attendee engagement, and maximize exhibitor value** at its flagship events, such as **AFCEA WEST, TechNet Cyber, and TechNet Augusta**.

Recognizing the need for a **strategic and operational partner** to optimize event management, AFCEA turned to **SPARGO, Inc.**, a premier full-service event management company known for its expertise in expanding trade shows and conferences.

The SPARGO Solution: Data-Driven Growth & Operational Excellence

SPARGO, Inc. implemented a **comprehensive strategy** to grow AFCEA's events by focusing on:

✔ Enhanced Attendee Acquisition & Marketing

SPARGO leveraged **targeted marketing campaigns, data-driven outreach, and industry partnerships** to attract a broader audience. By identifying key decision-makers and emerging leaders within government and industry, attendance saw **double-digit percentage increases** across multiple AFCEA events.

✔ Optimized Exhibitor & Sponsorship Programs

Understanding the importance of exhibitor ROI, SPARGO redesigned exhibitor packages, introduced **tiered sponsorship opportunities**, and streamlined exhibitor services. These initiatives resulted in a **significant increase in exhibit space sales and sponsorship revenue**, attracting top defense contractors and technology providers.

✔ Seamless Event Logistics & Registration Services

SPARGO enhanced the **event experience** by implementing a **user-friendly registration system**, on-site support solutions, and VIP concierge services for high-profile attendees. Their efficiency in logistics management reduced operational bottlenecks and improved overall attendee satisfaction.

The Impact: AFCEA Shows Reach New Heights

SPARGO's collaboration with AFCEA yielded **record-breaking results**, including:

- 📈 **23% growth in overall attendance** at key AFCEA events over multiple years
- 📈 **27% increase in exhibit space sales**, bringing in leading defense and technology innovators
- 📈 **Enhanced sponsorship revenue**, with new high-value partnerships secured
- 📈 **Improved attendee engagement**, measured through post-event surveys and industry feedback

Conclusion: A Model for Trade Show Excellence

Through **innovative marketing, exhibitor engagement, seamless operations, and digital transformation**, SPARGO, Inc. helped **AFCEA expand its influence, strengthen industry connections, and deliver exceptional experiences** to attendees and stakeholders. Their success story serves as a testament to the power of strategic event management in driving long-term growth.

As AFCEA continues to lead in global security and technology, SPARGO remains a trusted partner, ensuring its events evolve with the industry's needs.