

SPARGO, Inc.: Driving Exhibitor Growth at the CDCA Eastern Defense Summit

The Challenge: Expanding Exhibitor Engagement at the CDCA Eastern Defense Summit

The **Charleston Defense Contractors Association (CDCA) Eastern Defense Summit** serves as a mechanism for defense industry leaders to collaborate on innovative solutions and other focus areas to enhance interoperability across defense assets. As the event grew in prominence, **CDCA sought to expand exhibitor participation, attract new sponsors, and maximize exhibitor ROI.**

Faced with increasing competition from other industry trade shows, CDCA partnered with **SPARGO, Inc.**, a leading event management company specializing in exhibitor acquisition and engagement. Their mission was clear: **increase exhibitor participation, drive sponsorship revenue, and enhance exhibitor experiences at the summit.**

The SPARGO Solution: A Multi-Faceted Approach to Growth

SPARGO, Inc. developed and executed a **comprehensive strategy** focused on exhibitor outreach, enhanced marketing, and value-driven participation. Key initiatives included:

✔ Targeted Exhibitor Recruitment & Industry Outreach

SPARGO conducted extensive **market research** to identify potential exhibitors within the defense, cybersecurity, and digital transformation sectors. By leveraging industry connections and **personalized outreach**, they successfully attracted both **new and returning exhibitors**, including key defense contractors and emerging tech companies.

✔ Optimized Booth Packages & Sponsorship Tiers

Recognizing the need to maximize exhibitor ROI, SPARGO introduced **customized booth packages, sponsorship tiers, and bundled marketing opportunities** to provide more value. This resulted in a **higher exhibitor retention rate and increased first-time exhibitor participation.**

✔ Innovative Marketing & Lead Generation Strategies

SPARGO implemented a **multi-channel marketing campaign**, utilizing **email marketing, social media, and targeted digital ads** to promote exhibitor benefits. They also encouraged **pre-scheduled B2B meetings and matchmaking tools** to ensure exhibitors connected with key decision-makers.

✔ **Enhanced On-Site Exhibitor Experience**

To improve exhibitor satisfaction, SPARGO streamlined **registration, on-site logistics, and exhibitor support services.**

The Impact: Record-Breaking Exhibitor Participation

SPARGO's strategic initiatives led to **remarkable results** at the CDCA Defense Summit:

- 📈 **37% increase in exhibitor participation** within three years
- 📈 **36% increase in square feet**, within three years
- 📈 **25% increase in revenue**, within three years

Conclusion: A Model for Trade Show Growth

Through **data-driven exhibitor outreach, value-driven sponsorships, and seamless event execution**, SPARGO, Inc. transformed the **CDCA Eastern Defense Summit into a must-attend event for industry leaders.** Their success in expanding exhibitor participation reinforced the event's status as a premier gathering for defense and technology professionals.

With SPARGO's continued partnership, the CDCA Eastern Defense Summit is poised for even greater growth, attracting more exhibitors, sponsors, and industry leaders in the years to come.