

SPARGO, Inc.: IFPA Increased Block Utilization

The Challenge: Expanding and Enhancing IFPA Event Housing

SPARGO is thrilled to announce the successful conclusion of the **IFPA 2025 Foodservice Conference**, where housing performance exceeded expectations with an impressive room pick-up!

As the *premier event* spotlighting fresh produce in the foodservice sector, the conference brought together top industry players—and SPARGO was proud to play a key role. Partnering with IFPA, we harnessed our deep industry relationships to drive higher housing conversions, maximize buying power, and craft an exceptional experience for both exhibitors and attendees.

The SPARGO Solution: First Step – Increase Bookings

To drive these outstanding results, **SPARGO leveraged its suite of targeted marketing tools**, zeroing in on high-interest audiences and optimizing messaging across channels. By **strategically promoting** the IFPA 2025 housing block, we significantly **boosted room pickup** and ensured that attendees had seamless access to the best accommodations. This data-driven approach allowed us to **convert interest into action**—turning visibility into bookings and maximizing hotel inventory performance.

The result:

Housing performance exceeded expectations with an impressive room pick-up, averaging a 15% increase over the previous year!