

SPARGO, Inc.: A Fresh Start—Optimizing IFPA’s Global Event Portfolio

The Challenge: Uniting Two Legacies into One Vision

The **International Fresh Produce Association (IFPA)** was formed after leaders of the former United Fresh and the Produce Marketing Association desired to unite the global fresh produce and floral supply chain under one powerful voice. As the largest and most diverse international association in the industry, IFPA is dedicated to driving industry growth, advocating for key issues, and fostering innovation.

However, just two months after its formation, IFPA faced the immense challenge of seamlessly integrating two distinct organizational cultures while simultaneously introducing its new brand to the fresh produce and floral industry. Key challenges included:

- **Unifying Event Strategies** – Merging flagship events from both legacy associations while maintaining their value and influence.
- **Streamlining Logistics** – Creating consistent planning processes across a global event portfolio.
- **Elevating Brand Identity** – Ensuring all events reflected IFPA’s newly established vision and mission.
- **Vendor Consolidation** – Establishing a trusted, scalable vendor network to enhance event execution.

With limited internal resources and a rapidly approaching event season, IFPA turned to us for transition support and strategic event management solutions.

The SPARGO Solution: Strategic Transition & Event Optimization

To position IFPA’s events for long-term success, our team worked as an extension of IFPA’s staff, providing transition support, strategic guidance, and hands-on execution. Over the course of multiple events, we:

1. Standardized Planning & Budgeting for Consistency

- Developed **comprehensive planning documents** to ensure consistent execution across IFPA’s global event portfolio.
- Provided **detailed budgetary insights**, enabling leadership to make informed financial decisions.
- Assisted in drafting and executing **new RFPs** to establish a high-quality, scalable vendor network.

2. Enhancing Attendee Experiences with Technology & Innovation

- Created **detailed run-of-show documents** for flagship events, ensuring seamless execution.
- **Transitioned event programming management** from Excel spreadsheets to **SessionLab**, streamlining the content planning process.
- Evaluated multiple mobile app vendors and developed a **customized mobile app** for the advocacy-driven **Washington Conference** to reduce the volume of onsite printed materials and leverage the power of technology to communicate real-time updates.

3. Elevating Production & AV to Strengthen Brand Presence

- Led the **AV vendor transition** across multiple events, introducing new technology and improving the **Main Stage experience** at the association's flagship event, the **Global Produce & Floral Show**—which contributed to an **increase in all-access pass sales**.
- Implemented **industry-leading planning processes** for the **Foodservice Conference**, reducing planning time for the organization's second-largest revenue driver.

The Impact: IFPA's Events Transformed for Future Growth

Our collaboration with IFPA has yielded measurable success:

📊 **98% adoption rate** for the newly developed Washington Conference mobile app

📊 **30% reduction in planning time** for the Foodservice Conference

📊 **Expansion of the use of Smartsheet** with the Events team to streamline event logistics and sponsorship fulfillment processes

Conclusion: A Partnership for Continued Innovation

By partnering with us, IFPA successfully navigated the introduction of this new association and positioned its events for long-term success. Through streamlined processes, cutting-edge technology, and strategic vendor partnerships, IFPA now delivers **high-impact, brand-aligned experiences** that reinforce its leadership in the global fresh produce and floral industry.

As IFPA continues to grow, SPARGO remains a committed partner, helping to shape and elevate its events with **best-in-class execution, innovation, and strategic expertise**.