

# SPARGO, Inc.: Stephanie Houck, CEM appointed to the Board of Directors of the Healthcare Convention and Exhibitors Association



Stephanie Houck, CEM, Sr. Director of Exposition Operations at SPARGO, Inc. has been appointed to the HCEA Board of Directors. This appointment is the first of its kind given to an employee of a third-party management firm.

Stephanie Houck, CEM has over 20 years of exposition operations experience. She is currently the Senior Director, Exhibit Operations at SPARGO, Inc., focusing on healthcare meetings, which include the American Society of Clinical Oncology, the American Society of

Hematology and the American Society of Anesthesiologists.

As Senior Director of Exhibit Operations, Stephanie oversees the operations team and is responsible for programs such as the Sponsorship Program Development and Fulfillment, Product Theaters, Exhibitor Resource Center, Exhibitor Communication and Education Programs, which includes webinar offerings, newsletters and First Time Exhibitor program. Stephanie holds her CEM designation (Certified in Exhibition Management) and is an active member of HCEA and IAEE.

The **Healthcare Convention & Exhibitors Association (HCEA)** is the only organization solely dedicated to the professionals who power healthcare conventions, exhibitions, and events. We unite corporate healthcare marketers, associations/show organizers, and industry partners with one goal: to make healthcare meetings more effective, meaningful, and aligned with the needs of medical professionals and patients alike.

We believe that smarter events—driven by collaboration, compliance, and strategy—lead to better learning, stronger engagement, and ultimately overall better healthcare.

## HCEA History

Founded in 1930, HCEA has grown into a dynamic, mission-driven community supporting everyone behind the scenes of healthcare exhibitions and medical meetings. From exhibit managers and event strategists to suppliers and associations, our members are the ones who create, shape, and elevate healthcare event experiences.