

SPARGO, Inc.: From Trade Show to Growth Engine -- The AACE Annual Meeting Reinvented

The Challenge: Reimagining the Exhibit Hall to Match Evolving Expectations

The **American Association of Clinical Endocrinology (AACE) Annual Meeting** is a key event for endocrine professionals focused on advancing clinical practice in **diabetes, thyroid disorders, obesity**, and more. With an increasingly diverse audience—ranging from **endocrinologists and fellows to nurse practitioners and industry leaders**- AACE's Annual Meeting serves as both a scientific forum and a critical hub for innovation.

Despite strong content and clinical credibility, AACE recognized that its conventional floor plan was no longer meeting the needs of sponsors or attendees. Engagement was plateauing, and the industry was looking for more experiential, ROI-driven opportunities. AACE needed a partner to lead a bold transformation.

The SPARGO Solution: From Booth Sales to Experience-Driven Growth

Historically, AACE relied on a conventional floor plan—selling booth space starting at \$4,500 and offering standalone, a la carte sponsorships. While this approach provided flexibility, it also limited sponsor visibility and capped revenue potential. SPARGO helped AACE implement a bold new strategy: **transform the exhibit hall into a premium, activation-based Learning Zone with limited inventory and elevated pricing**. Rather than simply selling space, SPARGO created branded experiences that integrated education, wellness, and engagement—giving sponsors a more immersive way to connect with attendees.

The Learning Zone became a focal point of the meeting, featuring dedicated hours, interactive programming, and strategically branded spaces that enhanced sponsor ROI and attendee value. While the exhibit model evolved, **a la carte sponsorship remained an important part of the offering—and continues to sell successfully alongside the Learning Zone inventory**.

SPARGO provided full-service exhibit and sponsorship sales, managed inventory development, handled exhibitor and sponsor outreach, and executed onsite booth sales and rebookings—delivering a **comprehensive sales strategy that elevated engagement, exclusivity, and revenue growth**.

Year-Over-Year Growth Highlights

- **125% increase in exhibit and sponsorship revenue over four years** — meaning **revenue more than doubled** during that time.
- **50%+ increase** in total sales from 2024 to 2025

- High renewal and satisfaction rates among top-tier sponsors. **Over 80% of exhibitors/sponsors renewed onsite for 2026**, with many upgrading their space or rather their sponsorship level/packages — and the **top two-tiered sponsorship packages sold out onsite!**

Strategic Shifts Yield Unprecedented Results

Rather than shrinking or stagnating, AACE's industry program **expanded in scale and value** under SPARGO's direction. Sponsors quickly embraced the new format, which replaced transactional booths with **tailored, branded experiences** that delivered stronger lead quality and greater visibility.

Learning Zone Activation Highlights

- Product Theaters
- Puppy Park
- Pickleball Court
- Headshot Lounge
- Coffee Bars & Charging Lounges
- Collaboration Station
- Ribbon-Cutting Ceremony & Welcome Block Party
- 100% Dedicated Expo Hours

The redesigned experience significantly increased onsite engagement and improved ROI for participating sponsors. The sponsors saw a marked boost in attendee interaction and lead quality thanks to activations that resonated with their target audience.

AACE + SPARGO = Results and Reinvention

Next Meeting:

AACE 2026 Annual Meeting

April 22–24, 2026

Caesars Forum | Las Vegas, NV

[AACE 2026 Microsite](#)

Conclusion: Transforming Sales into Long-Term Value

SPARGO's partnership with AACE demonstrates the impact of strategic thinking, experiential design, and sales-driven innovation. By reimagining the exhibitor experience and introducing immersive activations, SPARGO helped AACE **grow revenue, deepen sponsor engagement, and future-proof its meeting model**—all while maintaining strong alignment with its scientific mission.

This is more than exhibit sales—it's strategic event reinvention!