

SPARGO, Inc.: Turning Market Changes into Revenue Growth for the American College of Cardiology Expo

The Challenge: Navigating Shifting Exhibitor Priorities and Market Uncertainty

The American College of Cardiology (ACC) Scientific Session & Expo is the premier annual gathering in the field of cardiovascular medicine. Bringing together cardiologists, researchers, industry leaders, and medical professionals from around the world, the event plays a central role in shaping the future of cardiovascular care, fostering collaboration, and providing critical updates that impact patient outcomes worldwide.

ACC partners with SPARGO because of their **proven expertise, strategic agility, and deep industry insight**—all critical for the continued success and growth of the ACC Scientific Session & Expo.

As exhibitor strategies have evolved, many exhibitors have begun reducing booth sizes and reallocating budgets toward non-traditional, high-impact promotional opportunities. This trend raised concerns about potential revenue stagnation, reduced exhibit hall diversity, and diminished attendee experience—despite steady exhibitor counts. The expectation was a smaller show floor and flat sales, challenging SPARGO to maintain growth and event value amid changing exhibitor behavior.

The SPARGO Solution: Expanding Value Beyond Booth Space

SPARGO proactively expanded its menu of promotional opportunities, introducing fresh, targeted sponsorships aligned with exhibitor goals. Simultaneously, the team leveraged strong industry relationships and data-driven sales strategies to maximize participation across both exhibit space and sponsorships. This adaptive approach not only offset anticipated space reductions but drove consistent year-over-year revenue growth, increased exhibit hall square footage in 2025, and delivered a broader product mix for attendees—surpassing all budget expectations.

Year-Over-Year Growth Highlights

- **ACC.23/WCC (in collaboration with the World Heart Federation):** SPARGO achieved **110% of the sales budget**.
- **ACC.24:** Despite early signs of exhibitors reducing booth space, SPARGO again outperformed by reaching **109% of budget**.
- **ACC.25:** SPARGO delivered an even stronger performance, achieving **112% of the sales budget**. Most notably, this occurred in a year when industry expectations predicted potential stagnation due to spatial reductions.

Strategic Shifts Yield Unexpected Gains

The anticipated contraction of exhibit space in 2025 was defied with a **5,700 square foot increase** in total show floor. This expansion enabled more companies to participate and provided a richer, more diverse exhibit hall experience. Cardiologists in attendance benefited from increased exposure to a broader range of innovations, products, and services—an outcome aligned with ACC’s overarching goals.

Promotional Program Expansion Fuels Growth

As interest in non-booth marketing channels intensified, SPARGO met demand with an expanded and increasingly creative promotional opportunities menu. This evolution not only supported exhibitors in reaching attendees more effectively but also became a key driver of revenue growth as more companies sought to boost visibility through innovative sponsorships.

Following the record-breaking success of this year’s Scientific Session & Expo, ACC shared the following message with the SPARGO team:

*"I cannot begin to thank you for all of your efforts to make ACC.25 such a **SUCCESSFUL** meeting!! Your dedication to ACC and our partnership is evident in your pride and ownership in making our meeting great! I know I speak for all of ACC when I tell you that we value your partnership and enjoy working so well with you!! ACC.25 far exceeded our expectations and you all were a **HUGE** part of that!!"*

Conclusion: Delivering Results Through Insight, Agility, and Innovation

SPARGO’s consistent ability to exceed sales expectations—even amid shifting market dynamics—demonstrates more than just a strong performance; it reflects a deep commitment to understanding exhibitor needs, anticipating industry trends, and evolving strategically. By expanding promotional opportunities, strengthening exhibitor engagement, and maintaining robust exhibit hall offerings, SPARGO helped position the ACC Scientific Session & Expo as not just resilient, but **thriving** in a time of change. This partnership continues to ensure that ACC remains a **premier global platform** for cardiovascular science, innovation, and commercial impact—delivering exceptional value for exhibitors, attendees, and the broader cardiology community.