

SPARGO, Inc.: Expanding Exhibitor Participation at NIGP's Forum

The Challenge: Growing Exhibitor Participation Despite Travel Restrictions

The NIGP Forum 2025 – Forum Experience delivers a comprehensive and immersive environment for procurement professionals—whether attending in person or virtually. Participants can engage in over 64 live-streamed education sessions, multiple theater presentations, and structured learning paths (Legal, Negotiations, Contract Management, and Construction), each featuring four focused, 75-minute modules that foster collaboration, peer dialogue, and hands-on application. Complementing the educational track, the **Products Exposition brings together 200+ government suppliers showcasing their latest products, services, and innovations**—empowering attendees to directly connect with suppliers, explore emerging procurement solutions, and strengthen their network both onsite and through the online exhibitor listings. Positioned within the Expo Hall, the Procurement Excellence Showcase resembles a “science fair” of public procurement, featuring posters from professionals sharing their success stories, processes, and innovations; attendees can browse, engage, and vote on their favorite presentations, with winners announced during a plenary session.

NIGP aimed to expand exhibitor participation and deliver heightened value to attendees, but faced two pressing challenges: limited budgets and strict government travel restrictions. Attendance at conferences was only approved when events demonstrated mission-critical value and clear benefits to procurement officials. This made it imperative for NIGP to design an event that not only attracted exhibitors but also delivered measurable ROI and provided procurement professionals with a compelling case for participation.

The SPARGO Solution: Innovative Strategies Driving Lasting Growth

SPARGO, Inc., a trusted partner in event management, crafted and implemented a comprehensive growth strategy that focused on exhibitor engagement, targeted marketing, and attendee value. Their approach included:

- ✓ **Targeted Exhibitor Recruitment & Outreach** – SPARGO leveraged market research and industry relationships to identify new prospects in AI, cybersecurity, and more. Through tailored outreach, they secured both new and returning exhibitors, including top defense contractors and emerging tech firms.

✓ **Maximized Educational Opportunities** – To help attendees justify government travel and demonstrate mission-critical value, SPARGO worked with exhibitors to spotlight innovative products and partnered with NIGP to showcase in-hall education sessions. By aligning content directly with procurement officials’ needs, they ensured decision-makers had a strong case for attendance approval.

✓ **Multi-Channel Marketing & Lead Generation** – SPARGO launched a robust campaign across email, social media, and digital ads to highlight exhibitor benefits and increase visibility. Pre-scheduled B2B meetings ensured that exhibitors connected directly with influential decision-makers.

✓ **Enhanced On-Site Experience** – By optimizing registration processes, streamlining operations, and elevating exhibitor support services, SPARGO created a seamless and rewarding event experience.

The Impact: Record-Breaking Results

SPARGO's initiatives delivered measurable outcomes that solidified NIGP Forum’s growth trajectory—even in the face of travel restrictions and budget reductions:

- 📊 **15% increase in exhibitor participation** within three years
- 📊 **16% increase in exhibit space**
- 📊 **49% increase in revenue**, within three years

Conclusion: The Formula for Driving Event Growth

Through data-driven strategies, innovative marketing, and seamless execution, SPARGO, Inc. helped transform the NIGP Forum into a premier event for government procurement professionals. The results underscore the value of SPARGO’s partnership with NIGP and establish a scalable model for future event growth. With SPARGO’s continued leadership, the NIGP Forum is positioned to expand further, attracting more exhibitors, sponsors, and thought leaders in the years ahead