

SPARGO, Inc.: Driving Event Growth at AFCEA's TechNet Augusta

The Challenge: Expanding Exhibitor Opportunities with Space Constraints and Building Attendance during a time of Government Travel Restrictions

TechNet Augusta serves as a critical forum where military leaders, government officials, industry partners, and academia converge to advance collaboration in cyber operations, electronic warfare, and multi-domain operations. The event supports the U.S. Army Cyber Center of Excellence by enabling dialogue and innovation to strengthen national defense.

AFCEA aimed to expand exhibitor participation, attract new sponsors, and deliver heightened value to attendees. However, they faced two pressing challenges: limited exhibit space and strict U.S. federal government travel restrictions. Attendance at conferences was only approved when events demonstrated mission-critical value and clear benefits to the soldier, making it imperative for TechNet Augusta to deliver measurable ROI for participants.

The SPARGO Solution: Strategic Innovation for Sustainable 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 electronic warfare. 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 AFCEA to showcase 40+ accredited continuing education sessions. By aligning content directly with soldier readiness and cyber defense needs, they ensured government officials had a compelling 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 TechNet Augusta's growth trajectory—even in the face of federal travel restrictions:

📊 **30% increase in exhibitor participation** within three years

📊 **6% increase in exhibit space**

📊 **45% increase in revenue**, within three years

📊 **18% increase in overall attendance**, achieved during a time when government conference travel was only approved for events with proven mission value

Conclusion: A Blueprint for Trade Show Growth

Through data-driven strategies, innovative marketing, and seamless execution, SPARGO, Inc. helped transform TechNet Augusta into a premier event for defense and technology professionals. By demonstrating clear soldier and mission value, they helped AFCEA not only maintain but increase attendance despite government travel restrictions.

The results underscore the value of SPARGO's partnership with AFCEA and establish a scalable model for future event growth. With SPARGO's continued leadership, TechNet Augusta is positioned to expand further, attracting more exhibitors, sponsors, and thought leaders in the years ahead.