

Combining
cutting edge technology
 and
remarkable customer service

About J. Spargo & Associates

A full-service event management company providing clients with innovative and attentive meeting and exposition management and sales services, nationally and internationally, since 1973.

Contact J. Spargo & Associates today to receive unparalleled event management services. Call 703-631-6200 or visit us online at www.jspargo.com or via email: info@jspargo.com

J. Spargo & Associates is a member of:

- American Society of Association Executives (ASAE)
- Convention Industry Council (CIC)
- Healthcare Convention and Exhibitors Association (HCEA)
- International Association of Exhibitions and Events (IAEE)
- Major American Trade Show Organizers (MATSO)
- Professional Convention Management Association (PCMA)
- Society of Independent Show Organizers (SISO)

J. Spargo & Associates is a global services company providing a full suite of services that support the production of tradeshow, conventions, conferences and meetings around the globe.



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Providing premier
 event management
 services and solutions
 to the convention and
 tradeshow industry
 for over 40 years.



- Registration
- Housing and Venue Sourcing
- Lead Management
- Exposition Sales & Management
- Meeting Logistics





Event Management Services & Solutions

The Leading Event Solutions and Services Company



Housing and Venue Sourcing

Booking a hotel room for your meeting should be **EASY!** Choose the best housing company in the business today—great rates, reduced exposure to attrition and commission revenue sharing!

- Contract Negotiations that **Maximize Association Benefits and Minimize the Risk for Attrition**
- Programs and Incentives that **Increase Room Block Utilization**
- Global Offices** to Serve Your International Attendees
- Guaranteed **Priority Treatment for VIPs**

Featured Client Services

- Integrated Registration Processes**
- Monitoring and Enforcement of Contract Terms
- Audits** to Ensure Maximum Pick-up
- Real-time Reporting**
- Customized Platforms** for Attendees, Exhibitors and Groups
- Rebate Invoicing and Collection**
 - Room Block Management & Inventory Control
 - Onsite Services
- Rate Protection**
- Detailed Hotel Information, Maps and City Information
- Destination Services



Find the right venue for your next meeting without lifting a finger or paying a dime.

Experienced negotiators delivering results at **no cost to your organization**

- Comprehensive Venue Search Reports
- Contract Negotiations
- Great Rates and Client Concessions
- Post Event Reporting

Registration

Our enterprise level attendee and exhibitor management system delivers customized platforms that make the most complicated registration process easy.

Live integration with client membership databases, extensive standard and custom reports, system stability, data security, PCI compliance, redundancy and our ability to completely integrate the registration process with the housing process makes JS&A the leading provider of event registration services.

Featured Client Services

- Advance and Onsite Processing of Registrations
- Robust Reporting Tools
- System Integration with Membership Databases and other Third Party Providers
- Integrated CME/CEU Processing
- Automated Visa Letter Generation and Fulfillment
- Itinerary and Schedule Builders
- Customizable Confirmations, Badges and Tickets
- Financial Processing (SAS70 Level II Certified and PCI compliant)
- Online Attendee and Exhibitor Surveys
- Customer Service Center
- Attendance Marketing Tools
- Integration with Social Media Platforms



- Attendee & Exhibitor Matchmaking Tools
- Creative Sponsorship Opportunities

Exhibitor Registration

- Exhibitor Badge Allocation Tracking
- Fully Integrated with a2z and ExpoCad
- Automated Badge Pick-up Appointment Scheduling
- Automated Uploads of Exhibitor Registration Data
- Mailing List Sales and Fulfillment

Onsite Solutions

- Self-Registration
- Assisted Registration
- Management and Technical Staff
- CME/CEU Stations
- Session Availability Monitors
- Access Control and Tracking
- Temporary Help Training and Supervision
- Daily Financial Reconciliation and Reporting

Meeting Logistics

Our powerful web-based logistics management system gathers and transfers the requirements for your event to vendors, facilities and other third party providers efficiently and in real time.



Comprehensive Innovative Event Planning

We provide services that meet the objectives and expectations of our client's members, attendees, and exhibitors focusing on **logistics, strategic planning, and budgetary parameters.**

- Development of Budgets and Timelines
- Reconciliation of Invoices
- RFP Generation and Distribution for Support Services, Subcontractors and Venues
- Venue and Vendor Contract Creation, Review and Negotiation
- Advance and Onsite Event Management
- Speaker Management
- Coordination and Management of ICW/Ancillary Events
- Social Functions and Special Events
- Post-Event Critique

Exposition Sales & Management

Our experienced sales personnel will increase booth sales at your event.

EXHIBIT SPACE, SPONSORSHIP AND ADVERTISING SALES

- Sales Strategies and Planning
- Development of Prospect Databases
- Effective Onsite Exhibit Space Sales Campaigns
- Integrated CRM Platform Utilizing Salesforce.com and a2z

Exhibitor and Attendee Marketing

- Advertising and Media Planning
- Electronic Marketing
- Social Media Marketing
- Database Development
- Website Development & Hosting

Exposition Operations Management

- Total Show Operations
- Event Management
- Interactive Floor Plan Development
- Site Selection & Facility Contract Negotiation
- RFP Development, Distribution & Evaluation
- Onsite Floor Management
- Customer Service
- Accounting

Unique Synergy Between Services

Exposition sales and management services integrated with our suite of services, including registration and housing, creates the type of synergy that is otherwise unobtainable. Our combined services create a uniquely efficient tradeshow experience for your exhibitors. Exhibitors contract for booth space, request room blocks, register booth personnel and order lead management services all from one vendor in one streamlined process. In addition, other products can be effortlessly integrated such as interactive, online exhibitor listing and floor plan systems.

EXHIBITOR LEAD MANAGEMENT SERVICES

Helping exhibitors **maximize their return on investment in your show.**

Exhibitor Services

Exhibitors make the most of your tradeshow and improve their return on investment by **capturing, tracking and qualifying** each potential lead generated on the show floor. Each lead captured contains detailed information, including **attendee demographic information, purchasing plans and areas of interest that help exhibitors qualify leads.** The DirectLead™ system provides instant access to leads in printed form, online and electronically on USB drives.



Devices that Meet the Needs of all Exhibitors

- DirectLead™ Touch
- DirectLead™ Mobile
- iLeads (Apple and Android Users)
- DirectLead™ Desktop Terminal



Client Services

- Comprehensive Client Reporting
 - Number of Leads Generated
 - Average Leads Captured per Company
 - Total Number of Registrants Scanning their Badge
 - Average Scans per Registrant
 - Traffic Reports by Date and Time
- Complimentary Lead Retrieval Devices
- Attendance Verification
- Session Tracking
- Access Control
- Surveys
- Electronic Prize Drawings

Call now to find out if you qualify for **FREE** registration services when utilizing our combined housing and registration platform.

