



Check it out! **NEW LOOK**, **NEW LOGO**, [NEW WEBSITE](#) and [NEW CLIENTS](#)



SPARGO MANAGED HEALTHCARE EXPOSITIONS SHOW STRONG GROWTH CONTRARY TO RECENT CEIR REPORT

CEIR (Center for Exhibition Industry Research) data released earlier this month in the *2014 CEIR Index Report* stated that the rebound in healthcare expositions stumbled in 2013 with a 2.5% decline in overall net sq. footage, a modest 2.3% increase in real revenues and a 0.4% overall decline in growth at Healthcare events in 2013. In contrast, SPARGO managed expositions in 2013 realized significant increases in both sq. footage and total revenues. The overall average growth at SPARGO managed expositions in sq. footage was 6% and the overall increase in revenues from exhibit space and sponsorship sales was 10%. Healthcare expositions managed by SPARGO include Medical Meetings representing a variety of sub-specialty events with attendance ranging from 500-35,000 and net sq. footage of 7,300-256,000 net sq. feet.

The report projected modest overall gains in 2014 of 0.8% in net square footage and 1% in revenues. SPARGO events in 2014 saw continued growth of 2% in net sq. footage and 4% in exposition revenues once again surpassing industry gains cited by CEIR. SPARGO managed events staging in 2015 are showing signs of continued growth supporting our optimistic predictions for Healthcare events.

Will the new EFPIA Reporting Requirements Really Impact International Attendance at US Medical Meetings?

Data compiled from **16 of the largest medical meetings** held in the United States showed an overall **increase in industry sponsored physician attendance of 32% in 2014**. The number of international physicians sponsored by pharmaceutical and medical device companies at these meetings jumped from 13,953 in 2013 to 18,429 in 2014. This increase replaced losses realized in 2013 when sponsored physician attendance dropped from 16,450 in 2012 to 13,953 in 2013. While gains in 2014 varied by meeting and some events experienced moderate declines; the overall results indicate that industry continues to see value in facilitating the delivery of critically important continuing medical education to physicians.



There is not enough data at this point to determine what impact, if any, the [new EFPIA reporting requirements](#) will have on industry sponsored physician attendance from Europe in 2015. Regardless, increases in attendance from South America and Asia is expected to continue at a rate that will most likely buffer any anticipated losses from decreased European physician attendance.

We continue to monitor industry sponsored attendance to identify early indications of what, if any, impact new reporting/disclosure requirements might have on the meetings we service. Our findings will be published in future newsletters.

9 Tips to Increase International Sponsored Physician Attendance at Your Meeting

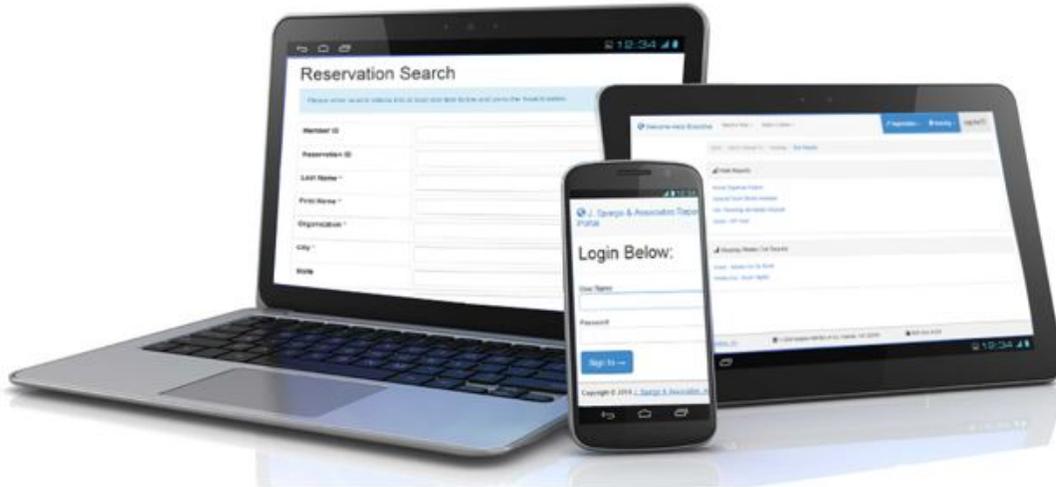
We recently spoke with five major sponsors (four pharmaceutical companies and one medical device company) of physician attendees at various US Medical Meetings. Each of these sponsors had one thing in common and that is their desire to bring more physicians to international meetings. The desire to bring physicians to international meetings peaks when the sponsor is marketing a new drug or device. You cannot control when a sponsor's new drug or device will be approved or the amount of funding they allocate to market the product. What you can do is be informed, and out front when it happens. Make it easier and less costly for



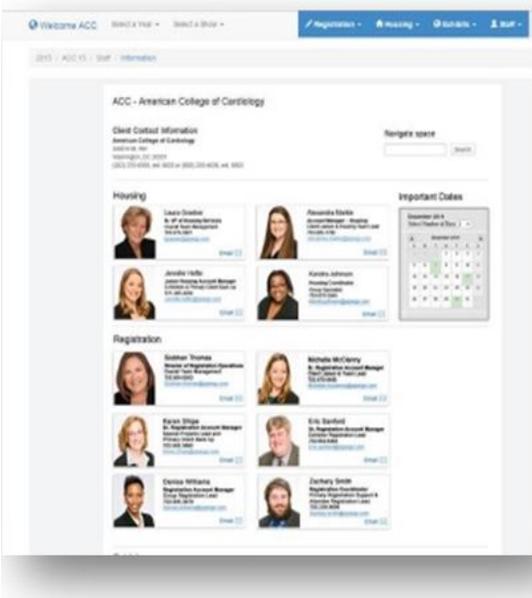
sponsors to bring physicians to your meeting and they will. Here are several things you can do to increase the number of international physicians at your meetings.

1. Engage your organizations corporate development department and know what your sponsor's drug or device pipeline looks like. As companies bring new products to market you can anticipate heightened marketing efforts including increases in the number of physicians they sponsor at international meetings.
2. Start selling group registration packages like you would any other sponsorship offering.
3. Consider issuing complimentary registrations based on your sponsors total spend. For example, provide 100 free registrations for every 300 physicians they sponsor. The results will be measurable. Increased total attendance, increased brand recognition globally, and improved exhibitor satisfaction are immediate benefits.
4. The majority of sponsored physicians attending US Medical Meetings are non-members, consider one-time membership discounts for these attendees.
5. Make sure that you provide sponsors hotel inventory that is compliant with regulatory limitations.
6. Sponsors and/or their designated management firms should be provided hotel blocks by your primary housing vendor directly. If your housing vendor is outsourcing the processing and management of international group hotel requests to a 4th party, additional management fees for add-ons and services are being added to room rates increasing sponsor expenses.
7. Be flexible when assigning hotels to "groups" and remember that groups are really delegations funded by your best and largest supporters.
8. Make sure your housing provider is consulting with your sponsors and providing them inventory in properties that meet their needs. Meeting space and some hotel concessions for sponsors are often imperative to the success of the programs they hold in conjunction with your annual meeting.
9. The universe of potential sponsors is known. Have your sales representatives reach out to senior management in the companies that have operations in regions you feel are underrepresented at your meeting. Competition for sponsored physician attendance is increasing as events overseas mature, don't assume they will choose your meeting over another.

NEW MOBILE RESPONSIVE REPORT PORTAL

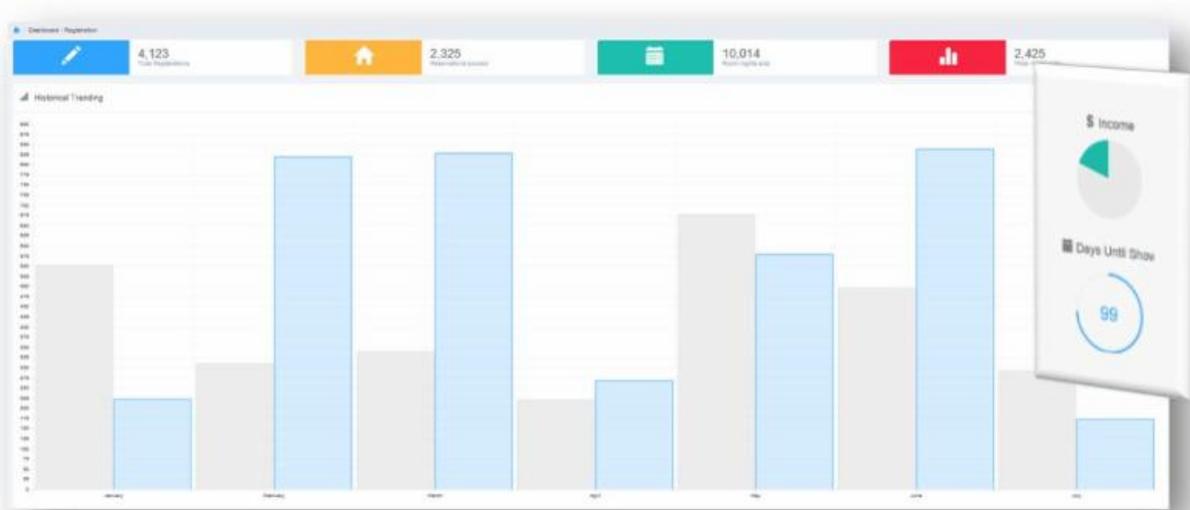


Our new mobile responsive client report portal now incorporates exhibit sales reporting for SPARGO clients utilizing our sales and marketing services in addition to registration and housing reports.

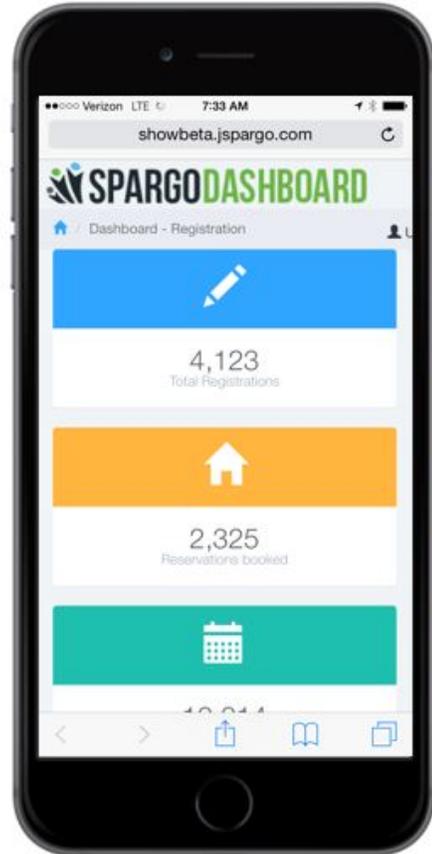
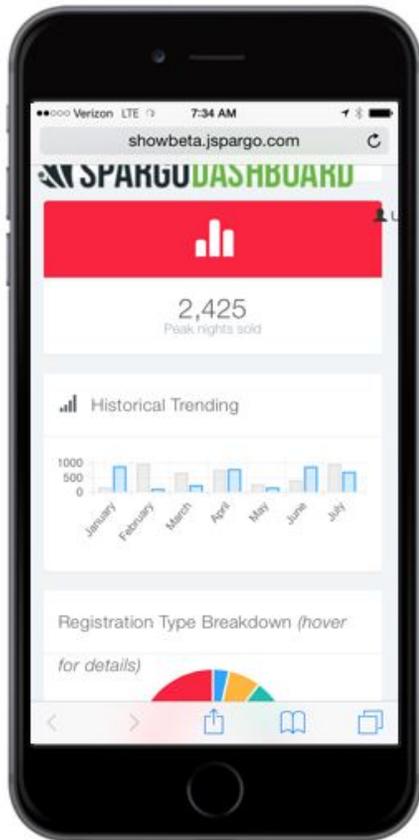


Improved navigation and easy access to organized historical data from prior meetings are among the many new features of the portal. A new and improved executive level dashboard with increased performance and improved data visualization tools will be added to all client portals. Client migration to the new portal is underway and is scheduled for completion by March 15, 2015.

Each event dashboard incorporates registration and housing activity displaying current and historical trending data, income tracking and countdown widgets, geographic heat maps, and a summary of registrant population by type. Data filtering tools allow you to drill down to specific registrant types to customize the dashboard view.



Registration Type Breakdown (hover for details)



MOBILE CHECK-IN JUST GOT A LITTLE BETTER!

Wireless wearable printers and handheld tablets now make the entire onsite express registration check-in process mobile. You can now provide a registration experience that does not require check-in counters. Badges produced on our wireless wearable badge printers can be used with or without badge holders. Color coded inexpensive lanyards can be used to designate various registrant categories. Ask us how we can transform your attendee's onsite experience and reduce your credentialing expenses. Our mobile check-in platform also supports the wireless printing of all badge types on a variety of printers including laser printers equipped with RFID tag encoding capabilities.



NEW CUSTOMER



AMERICAN CONGRESS OF OBSTETRICIANS AND GYNECOLOGISTS APPOINTS SPARGO AS REGISTRATION, HOUSING, AND EXHIBITOR LEAD MANAGEMENT FIRM

The American Congress of Obstetricians and Gynecologists has appointed SPARGO as its registration, housing, and lead retrieval company for its 2015, 2016, and 2017 Annual Clinical & Scientific Meetings. The event highlights new technology, current clinical dilemmas, and "hot topics" facing those involved in the field of obstetrics and gynecology. The 2015 Annual Clinical & Scientific Meeting will be held at the Moscone Center in San Francisco, California, May 2-6, 2015.

NEW CUSTOMER



AMERICAN SOCIETY OF ANESTHESIOLOGISTS® APPOINTS SPARGO AS THEIR EXPOSITION SALES AND MANAGEMENT FIRM

The American Society of Anesthesiologists (ASA®) has appointed SPARGO as their exposition sales and management company for their 2015 and 2016 ANESTHESIOLOGY® annual meeting. This is a five-day, everything anesthesiology event, attracting upwards of 15,000 attendees from around

the world to grow, share and network. Attendees learn about the specialty's latest science and technologies by participating in the meeting's scientific program offering more than 500 sessions, special lectures and hands-on workshops. The ANESTHESIOLOGY® 2015 annual meeting will be held in San Diego, October 24-28, 2015. SPARGO's efforts on this project will be led by Sue Deveaux, MBA, Group Vice President, Healthcare Sector. For more information on ASA's ANESTHESIOLOGY® Annual Meeting visit: <https://www.asahq.org/meetings/anesthesiology-2015>



EXHIBIT, PATRON AND ADVERTISING SALES SOAR FOR THE TRB 94TH ANNUAL MEETING

Exhibit sales up 30% and patron/advertising sales up 77% during SPARGO's first year as the Transportation Research Board's partner for Exhibit, Patron and Advertising sales and management.

Russell Houston, Assistant Executive Director, Transportation Research Board of the National Academies, commented *"A belated thank you for your help in making TRB's 2015 exhibit the most successful ever. You not only helped put together the most successful event, but you did it in less than 8 months! This could not have been done if you all were not available 24/7. I always appreciated the quick responses and the invaluable input that you each provided. Most importantly, I appreciate your help in keeping everyone happy."* [Read more...](#)

RECORD BREAKING SALES RESULT IN SOLD OUT EXPOSITION AT THE AFCEA TECHNET ASIA PACIFIC CONFERENCE



Despite cuts in defense spending that contributed to reductions in corporate marketing budgets, defense and government contractors continue to invest in expositions that deliver critical interactions with decision makers. **Exhibit sales were up 6% resulting in a sold out exhibit hall and sponsorship sales were up 5%.** [Read more...](#)

AN INDUSTRY FIRST SPARGO & FREEMAN Create Interactive New Product Showcase

SPARGO and FREEMAN have partnered to create the industry's first interactive New Product



Showcase (NPS). The debut of the product took place at the AACC Annual Meeting and Clinical Lab Expo in Chicago and was met with rave reviews by exhibitors and attendees. The NPS is "scalable" for trade-shows of any size and is fully integrated with the a2z platform, and the SPARGO registration platform. An exclusive offering to SPARGO clients.



JANET PARTLOW MAKES PCMA'S 20 IN THEIR TWENTIES CLASS OF 2015

Janet Partlow, Senior Meetings Manager - Meeting Logistics, was selected as a member of PCMA's 20 in Their Twenties Class of 2015!

This prestigious award recognizes young and emerging leaders in the meetings industry. Janet's combination of experience and expertise, along with her extreme creativity, set her far apart from the rest of her competition.

We at SPARGO want to congratulate Janet for making PCMA's 20 in Their Twenties list, and are proud to have such a dedicated staff member who works hard to improve the meetings industry.



TWO INDUSTRY ICONS CELEBRATE 20 YEARS OF SUCCESS AT SPARGO

Jennifer Baba, the IT in Information Technology

Jennifer Baba, our Sr. Vice President of Information Technology, joined the company twenty years ago bringing a customers prospective to the team. Prior to joining SPARGO, Jennifer led the sales and management efforts for one of the countries largest trade shows. Her first hand knowledge of customer needs and expectations helped us built and launch our registration and housing divisions. Since then, Jennifer has lead us into the bold new world of instant gratification. Her technological skills and hands-on experience in the field make her one our most valuable assets. Jennifer now leads one of our largest business units delivering reliable, scalable, and innovative solutions for today's demanding meetings industry.

Laura Graeber, the Goddess of Housing

This year marks Laura's 20th anniversary with SPARGO. Laura Graeber, our Sr. Vice President, Housing Services has been instrumental in the growth and success of the company. Her expertise in contract negotiations and her passion to provide quality service has made SPARGO the industries leading provider of city-wide housing management services. Laura is a strong leader who mentors staff by example. Join us as we congratulate Laura on the milestone anniversary.



SPARGO Employee Acknowledgements

Anniversaries



Siobhan Thomas
Sr. Director, Registration Services - 10 Years

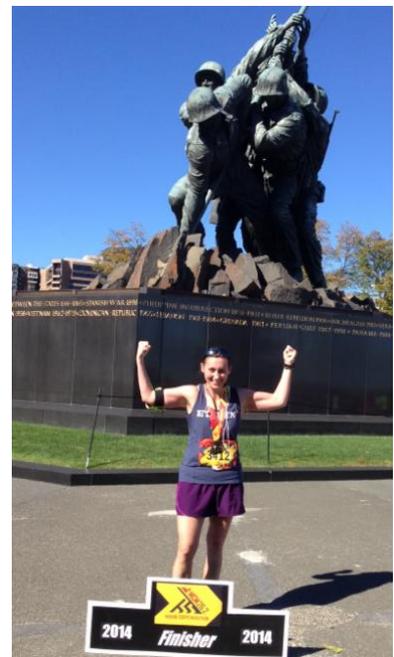


Danielle Keene
Registration E-mail Assistant - 10 Years



Lisa Penny
Jr. Staff Accountant - 10 Years

Welcome New Team Members



Eileen McGill, our Assistant Manager for Exposition Operations, completed her first Marine Corps Marathon (MCM), also her first marathon! MCM is the fourth largest marathon in the country and ninth largest in the world.

Liderby Gladden - *Sr. Manager, Program Management & Event Marketing*

Jennifer Donovan - *Event Marketing Specialist*

Skylar Stanley - *Event Marketing Specialist*

Andrew Cooper - *Event Marketing Specialist*

Sharnae Minor-Ellis - *Customer Service Representative*

Matthew Rhoden - *Developer, NET Web/App*

Joshua Rose - *Sr. Developer, Web*

Josephine Muloweni - *Registration Finance Account Manager*

Heather Farewell - *Customer Service Representative*

About SPARGO

SPARGO is a full-service event management company. SPARGO offers a full suite of services that support the production of tradeshows, conventions, conferences, symposia and seminars.

Mission Statement

SPARGO's mission is to provide cost effective event management solutions through the combination of technology and talent for association and corporate meetings.

[VISIT OUR WEBSITE](#)



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