

# The Line Monitor

A **SPARGO** Quarterly Newsletter  
January 2012—Volume 2, Issue 1



## The Leading Event Solutions and Services Company



REGISTRATION + HOUSING + EXPO SALES AND MANAGEMENT + MEETING LOGISTICS + VENUE SOURCING

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### Industry Icon, Bob Whitener, Retires

January 1, 1995

- Starbucks introduced the Frappuccino
- Boyz II Men had a number 1 hit with *On Bended Knee*
- The DVD was introduced
- Bob Whitener joined **J. Spargo & Associates, Inc.**

After nearly two decades with JS&A, Bob Whitener has retired. Bob's contributions at both the grass roots and strategic level were monumentally important as the company managed its incredible growth. His leadership skills, dedication and commitment to excellence were indispensable to the company and his clients.

Bob became the "go-to" for the Air Force Association, the National League of Cities, Sea-Air-Space and the American Society of Clinical Oncology. "Bob has been my partner, my friend and my mentor. I wish him well as he enjoys his more than deserved retirement", says JS&A President and COO, Susan Bracken.

### New Year ... New Gear: Go'N - Ticketless Events

Interfacing in real time with the registration database, Go'N mobile computers can be used at social events and other normally ticketed functions by maximizing the use of mobile validation passes and barcoded badges. This eliminates the need to print and distribute tickets.

All scans trigger a live database search to validate ticket purchases, track attendee participation and prohibit the duplicate use of tickets by unauthorized attendees.





## Capture, Store and Share Attendee Photos

Citizen Yes  Msg Code

Badge Printed

NO NOTES FO


JAKERS@CACI.COM

ASOMMER@CACI.COM

HTML

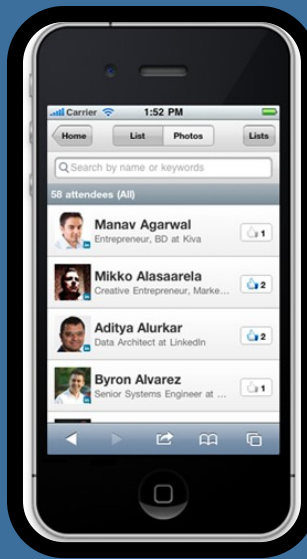
A1B22

JIM



Attendee photo stored as part of the registrant record.

Affordable, fast and easy attendee photo capture and storage. Store attendee photos in the registration database, facilitate the production of photo ID's, share images with third party suppliers to enhance mobile applications and other social networking platforms.



## Bigger, Bolder Badges

New Bigger, Bolder badges, measuring 4"x4", accommodate barcodes and text in easy to read font sizes, with no increases in production and supply costs.

- Unlimited formatting options
- Use with or without badge holder extensions
- Larger footprint makes barcode scanning easier






## Housing Plug-In Drives Traffic to Housing Websites and Increases Room Block Utilization


Place our new web widget on one or multiple pages of your event microsite to advertise discounted room rates, encourage bookings at specific properties, increase room block utilization and more.

This plug-in displays available inventory by hotel name or rate and can be offered with or without hotel pictures. Event branding and text are completely customizable.

Configurable to different sizes for easy implementation on your website.






Rajesh  
**KOOTHRAPALI**  
MD, PhD, FACC  
American College of Cardiology  
Washington, DC



MEMBER

RED 300300



AMERICAN COLLEGE of CARDIOLOGY

## Spargo Staff Spotlight:

Three members of the Exhibits Operation Team earned **CEM** designations.



(Top Row: **Shirley Harris, CEM**, Exposition Operations Manager; **Arina Kravets, CEM**, Exposition

Operations Manager;)  
(Second Row: **Judy Spargo, CEM**, Vice President, Exhibit Operations)







## Promotions:



(Left to Right: **Tiffany Melton** has been promoted from Senior Meetings Manager to **Associate Director, Meeting Logistics**; **Craig Baker** has been promoted from Sales Account Manager to **Associate Director, Exhibit Sales**.)

Great Rooms at great rates still available!

Sort By: Hotel Name | Rate Book it now

	Boston Park Plaza	\$235.00
	The Colonnade Hotel	\$224.00
	Courtyard Boston Downtown/Tremont	\$218.00
	Doubletree Hotel Boston Downtown	\$239.00
	Embassy Suites Boston	\$204.00
	Fairmont Copley Plaza	\$277.00

Room rates displayed are per night and do not include taxes and fees which are subject to change without notice.



## Client Corner

JS&A welcomes new clients and expands services to existing customers.

The America's Health Insurance Plans (AHIP) has selected J. Spargo & Associates, Inc. to provide Registration, Housing, Session Tracking and Exhibitor Lead Management services for the Annual AHIP Institute. JS&A began providing registration services for their Fall Forum/Executive Conference Series in Chicago, IL this past November and will provide services for the 2012 Forums scheduled for September and November.



The American Physical Therapy Association (APTA) has appointed J. Spargo & Associates, Inc. as their official Registration, Session Tracking and Exhibitor Lead Management firm. JS&A began providing housing services for APTA in 2010. The APTA Combined Section Meeting (CSM) will be held February 8 - 12, 2012 in Chicago, IL and their Annual Conference & Exposition will be June 6-9, 2012 in Tampa, FL. We are excited about our expanded role with APTA and look forward to assisting the organization with its continued growth.

J. Spargo & Associates, Inc. has been appointed as the Registration, CE and Exhibitor Lead Management company by the American Dental Education Association (ADEA). The ADEA Annual Session and Exhibition will be held March 17 - 21, 2012 at the Hilton Bonnet Creek in Orlando, FL.



July 10-13, 2012 at the Pennsylvania Convention Center. The 8th edition of the congress will bring together high-level officials from international railway organizations and railway authorities in different countries, senior management of global railway companies and high-speed rail experts.

J. Spargo & Associates, Inc. has been appointed the official exposition sales and management firm for the Drug Information Association (DIA). JS&A will be responsible for the sales and management of booth space, sponsorships and ancillary marketing opportunities at the DIA Annual Meeting and up to 25 specialty meetings held each year. More than 490 companies currently exhibit at the DIA Annual Meeting which is attended by more than 7,500 professionals representing all disciplines, job functions, and management levels involved in the discovery, development, and life cycle management of pharmaceuticals, biotechnology, medical devices, and related health care products.



## Spargo Staff Spotlight Anniversaries

### 15 Years



(Left-Right) **Dawn Senavitis, Director**, Housing and **Donna Watson, Director**, Registration Finance

### 10 Years



(Top) **Jeannie Bell, Senior Account Manager**, Registration and **Ivy Caro, Senior Account Manager**, Housing

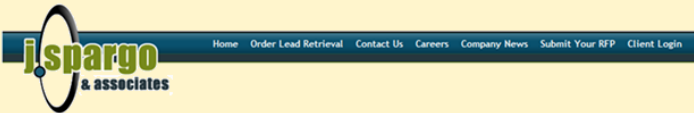
(Middle): **Kelly Deering, Associate Director**, Exhibit Administration & Finance; and **Paulette Marshall, Receptionist**

(Bottom): **Jennifer Sfredo, Manager**, Exhibit Database and Finance; and **Amanda Thorne, Associate Director**, Housing.



## In Development: Client Services Dashboard

Soon you will find new features on your client services dashboard including tools that facilitate client-generated email campaigns and text messaging that use our existing ad-hoc reporting tools. These tools will allow you to customize your list of recipients by registration type, demographic location, prior purchases and more. Quick links to detailed reports, your event dashboard, the registrant search feature and contact information will also be conveniently located on your services dashboard.



## Visit our Booth at these Upcoming Industry Events

**HSMIA's MEET Mid-America**  
April 3-4, 2012  
Booth #413  
Navy Pier, Chicago, IL



**Springtime in the Park 2012**  
May 3, 2012  
Walter E. Washington Convention  
Center, Washington, DC



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