

PROforma® Success Stories



Promotional Products

An Energetic Promotion Yields Big Results

Steve Raucher, Partner in Proforma GPS in Las Vegas, NV, knows that choosing the perfect promotional item can make all the difference. Steve's client, GES, a large company that provides exhibition and event services nationally, was looking for a way to draw traffic to their tradeshow. They decided to integrate a promotional product with their direct mail campaign and use the same product at their booth during the tradeshow.

The theme of the event was "the power of 5," which stood for the five core competitive advantages of working with GES. Steve and his client considered several possibilities until they found the perfect idea - an energy drink promotion. Not only did it tie in well with their theme, but energy drinks are very popular with all age groups and have seen an increase in popularity over the past few years.

The energy drink was produced in a custom container featuring GES and "the power of five." Creative custom packaging was also created for the direct mail campaign. The can was placed in a tube with a four color process wrap and black rubber end pieces along with a letter inviting them to the event. The cans were also given away at the GES tradeshow booth, which helped remind attendees about "the power of 5" energy theme, even after the tradeshow was over.

There was an overwhelming response to the clever packaging and the energy drinks. Steve's client wrote him to let him know how well the promotion went over saying, "It is clear that our pre-show energy mailer

Steve Raucher

Owner of Proforma GPS

Las Vegas, NV



was a huge success! Not only did we create some great pre-show buzz, but the accolades from attendees who stopped by our booth were overwhelming. Most importantly, our lead count increased by 46% over last year - a direct result of a stellar pre-show mailer!!! Thank you again for being a great partner and helping us achieve our tradeshow campaign objectives."



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