

PROforma[®] Success Stories

Sales Success



Combination of Offerings

Slam Dunk with Hot Shot Machine

“Sometimes you just know a product is going to communicate the correct message and tie in just right to the theme,” said Steve Raucher, Partner of Proforma GPS in Las Vegas, NV. “The products are perfect, the budget is there and it all falls into place.”

Bally Tech’s new Hot Shot promotion was one such campaign. Steve’s long-time customer came to him with a challenging project - help him promote their new ‘Hot Shot’ slot machines.

“These new machines are progressive, which means they link to the same model in casinos across the country allowing the jackpot to grow almost exponentially,” explained Steve. “So, this campaign had to have national reach. To promote this campaign, we used the Hot Shot slot machine’s prominent flame theme to link all of the elements.”

To reach the decision maker at the casino level, Steve used a private label bottle of hot sauce packaged in a firecracker tube. Also included in the tube was collateral on the slot machines. A few days after the promotion was sent, Bally Tech’s sales representatives followed up with recipients.

To drive the consumer marketing, the Hot Shot machines were introduced in several ways. In some markets, consumers were invited to

Steve Raucher
Proforma GPS
Las Vegas, NV



Bally Tech Sale Customer

casino nights where they tried out the new machines. Other promotions include the creation of 60,000 mini hot sauce bottles to date, with the same custom-designed labels featured on the decision maker’s giveaway. They also gave away 60,000 t-shirts and 60,000 custom boxes of red hot mints.

The campaign was an enormous success! The Hot Shot machines got placement and the campaign drove consumer traffic to the machines.



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An Energetic Promotion Yields Big Results

Steve Raucher, of 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 5." 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.

**Steve
Raucher**

Proforma GPS
Las Vegas, NV



**GES Sale
Customer**

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 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 the 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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Direct Mail Invitation Hits the Jackpot

When Wind Creek Casino & Hotel was opening their newest casino and resort in Alabama, their agency, Up All Day, knew they could rely on Steve Raucher, President of Proforma GPS in Las Vegas, NV and his staff to help them communicate the brand effectively and attract attendees to the grand opening celebration.

Since the brand was new to the area, Proforma GPS had to strategically work with the agency to develop a piece that would communicate the essence of the property and leave a lasting impression with the audience.

By partnering with the agency, Proforma GPS developed a custom direct mail piece that incorporated the company's leaf motif that focused on the messaging "Something New in the Wind." The solution was a unique Lucite piece with an embedded leaf that would go inside of a collectable, wooden box. The Lucite piece featured copy about the event and was complemented with a branded booklet complete with event and promotion details.

Responsible for every aspect of the mailing including, coordination of production from several factories and shipping, Steve and his team completed the mailing and shipped it to the attendees. From members of Congress, tribal members, press contacts and top casino players, the invitation was sent to a list of over

**Steve
Raucher**

Proforma GPS
Las Vegas, NV



**Wind Creek Casino & Hotel Sale
& Hotel Customer**

500. Proforma GPS received raving reviews from the client, but the true testament to the success of the mailer was the overwhelming response at the grand opening event. On the day of the party, the hotel and casino was full to capacity. Proforma GPS clearly hit the jackpot for their client!



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Promotional Products and Direct Mail go Hand-in-Hand

Brad Hafen, Owner of Proforma GPS in Las Vegas, NV, is no stranger to unique projects. In a city where anything goes, he's learned that any promotion also goes. Take, for instance, a project that combined an artist, a professional fighter, a promotional product and direct mail - a project with a time span of just three weeks.

A Las Vegas casino came to Proforma GPS with a special request. They had commissioned artist Leroy Neiman to create a special poster promoting an Oscar De La Hoya fight they were hosting. Included with the mailed poster would be a special invitation for select customers and top players to attend the event. The casino wanted Proforma GPS to produce this unique artwork on canvas.

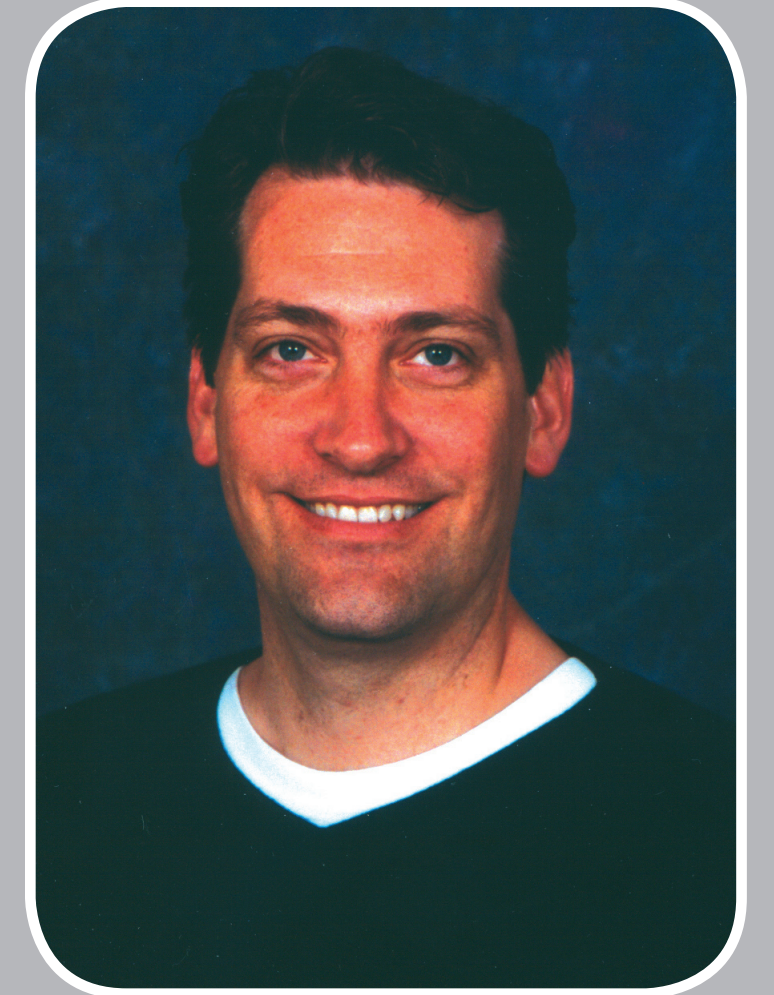
What's more, the vision that the casino had for the poster was a bit out of the ordinary. They wanted it to look like a piece of art cut from a picture in a museum; therefore, each canvas needed to have rough edges. They also wanted each poster to have a 3-D effect.

In order to meet the unique demands of this project, Proforma GPS came up with a unique silkscreen technique that would build each color on top of the other creating the 3-D effect. They were able to source, print and package 17,000 pieces of canvas to complete

Brad Hafen

Proforma GPS

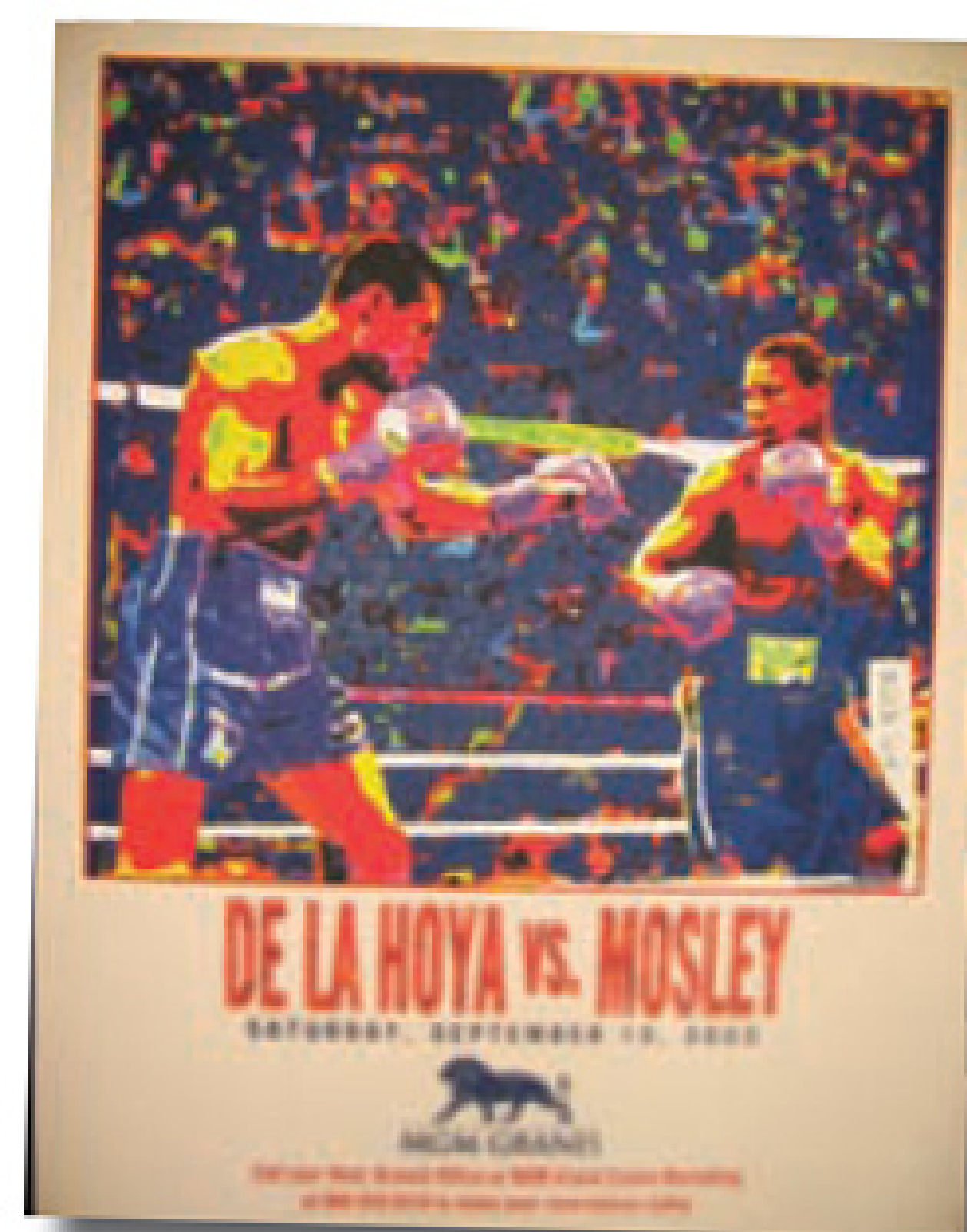
Las Vegas, NV



Wind Creek Casino & Hotel **Sale Customer**

the project in less than three weeks.

In the end, Brad is pleased to report that the casino was thrilled with the product. The fight and promotion were a huge success and Brad has a treasured memento - a poster of his own.



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