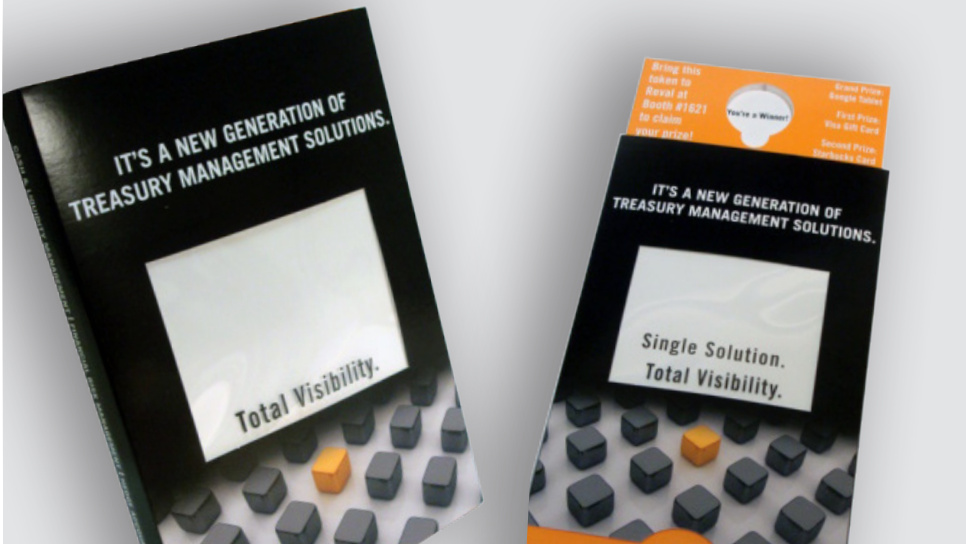


REVAL CASE STUDY



Reval had over **1,200** visits to their booth as a result of the promotional handout out of about 6,500 conference attendees.

CLIENT: Reval

INDUSTRY: Financial

PROJECT: Tradeshow handout used to drive booth traffic

SG SERVICES: Tradeshow handout

BACKGROUND

Reval provides treasury and risk management solutions for corporations and financial institutions. They participate in many industry events to provide education and speak on the latest trends in financial services.

PROJECT GOALS

Reval was announcing the anticipated launch of its new all-in-one Software-as-a-Service solution. They were looking to introduce the new software and demonstrate its strengths to CFOs and treasurers at a tradeshow.

CHALLENGES

Reval knew that with their hard-to-reach audience they needed something compelling enough to get prospects to the booth.

OUR APPROACH

Reval used our patented Extendo as a tradeshow handout to get conference attendees to visit their booth. When you pull on the tab, a panel immediately slides out from the top to reveal a token. The CTA was to bring the token to Reval's booth for a chance to win 1 of 3 prizes. The back of the handout featured a QR code that launched a whitepaper about Reval's Single Solution, making it an informational piece as well as a handout.

SUCCESS

Reval had over **1,200 visits** to their booth as a result of about 6,500 conference attendees. "It was a big hit! Everyone was saying what a great idea the promo was and we had a lot of traffic from it. Still counting up the tokens but we definitely got the traffic we were looking for. Now, we just need to top this next year!" said Grace Kuan, Marketing Programs Manager at Reval.