

B2B SALES ARROW — CASE STUDY —



**Pioneering Brand
Excellence Worldwide
A Global Payment
Solutions Organisation
Achieves Groundbreaking
Success with our
EventBooth Design &
Production Solution.**



**Exceptional Attendee
Experience**



**Nurtured Existing &
New Partnerships**



**Unmatched Global
Brand Success**

MONEY 20/20



4 - 6 June 2023



Amsterdam



CLIENT PERSONA

A globally trusted leader in the payment industry, driving success for businesses worldwide. With a track record of over a decade, the esteemed client has processed billions in transactions. Their secure and innovative solutions enable seamless payments, fuel growth, and elevate customer experiences.

MONEY
20/20
AN ASCENTIAL COMPANY

EUROPE
6-8 JUNE
AMSTERDAM

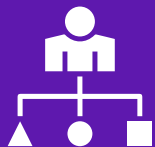
ABOUT MONEY 20/20

The world's premium content, sales, and networking platform for Banking and Fintech. Uniting global leaders, tech giants, and startups, the flagship event proposes to catalyse change through innovative ideas and insights. Money 20/20 offers world-class insight and networking opportunities with in-depth analytics and inspirational speakers.



CLIENT OBJECTIVE

Unleash brand dominance, establish global brand authority, and leave an indelible impression through exceptional attendee experience.



CLIENT REQUIREMENTS

- A captivating event booth, breathing life into Client's brand, radiating vibrant energy and youthful flair.
- Attendee Engagement & Experience Creation, leaving a lasting impression



PROJECT CHALLENGES

We faced a daunting challenge: crafting a customised design that precisely matched the Client's objectives and requirements within a mere 48-hour timeframe. To make matters more challenging, the event was fast approaching, making it difficult to coordinate with our production partners on-site to bring the envisioned design to life.





SOLUTIONS

EVENT BOOTH DESIGN & PRODUCTION

Our event management experts went above and beyond, seamlessly collaborating with onsite vendors to create a show-stopping booth that wowed the crowd, all within demanding time constraints.



ATTENDEE ENGAGEMENT & EXPERIENCE CREATION

- An attractive photo booth enabling attendees to drive social media engagement.
- Refreshment Counter with F&B provisions
- Interactive Gamification through a large mobile phone mockup featuring a large LED Screen facilitating video gaming.
- Dedicated peace-of-mind zones for attendees to relax and unwind with therapeutic spa treatments, soothing beverages, and calming multimedia experiences.



RESULTS

In the face of challenging deadlines, Team B2B Sales Arrow fearlessly embraced the task, delivering a masterful creation that mesmerised attendees and magnified the client's brand.

Money 20/20 shattered expectations, propelling unparalleled success. Strengthening existing relationships and forging new ones, the premier event unlocked extraordinary triumph, leaving the esteemed client ecstatic.



ABOUT B2B SALES ARROW

Based out of New York/Bangalore, B2B Sales Arrow is a globally trusted research-based Marketing Technology company with specialisation and a proven track record in



Global Events
(In-person,
Virtual, & Hybrid)



**Lead
Generation**



Active Prospecting
(On-ground Lead
Generation)



**Global Contact
Discovery
Solutions**



**Custom Market
Research**



**Corporate
Media Production**



**Social
Analytics**



**Advanced Digital
Solutions**

Thriving on a passionate workforce of 60+ sharp professionals, Team B2B Sales Arrow assists multi-billion-dollar organisations in carrying out their End-to-End Lead Generation, Booth Design & Production, and Branding initiatives at global benchmark events such as



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