



FOR IMMEDIATE RELEASE

Derse's President Adam Beckett Honored with Ambassador Award

Milwaukee, Wis. – January 21, 2010 – Adam Beckett, president of Derse, was honored as the 10th Ambassador Award recipient for his generous support of the Exhibit Design and Producer's Association (EDPA).

The award was presented by Mark Brauer, the 2008 Ambassador Award recipient, and John Rose, President of EDPA. Beckett was recognized for his outstanding promotion and support of EDPA and specifically his influence on the EDPA University Affiliations Program. The presentation was made at the 2009 EDPA ACCESS Annual Conference and Supplier Showcase.

"We applaud Adam Beckett's efforts and commitment to the success of the EDPA," commented Derse's CEO, Bill Haney. "His dedication to improving exhibit design educational offerings has helped take the University Affiliations Program to the next level."

As a board member of the EDPA and current Chair of the EDPA University Affiliation Program, Beckett works diligently with his committee to expose students in graduate and undergraduate exhibition design programs to the face-to-face marketing industry. To date, Beckett has formed formal relationships with the Fashion Institute of Technology's Graduate Exhibition Design program and Bemidji State University's undergraduate exhibition design program. The University Affiliation Program provides meaningful experiences for students through partnerships with professional mentors and prepares designers prior to entering the exhibit design industry. EDPA provides instructors for special classes at these schools, veteran design mentors to students, workshops on fabrication materials and paid internship placement.

Beckett, has been with Derse for 15 years, and has 26 years of experience in the exhibit industry including all phases of managing a design/build organization.

About Derse

Derse is a complete face-to-face marketing agency with a smarter approach to building client sales and managing their trade show, marketing environment and event programs. Derse helps organizations align face-to-face marketing efforts with broader business strategies through:

- Experiential Marketing strategies that help increase your sales
- Program management tactics that help you control and reduce costs
- Creative architectural and graphic solutions that attract your target audience

Derse is recognized worldwide as one of the World's Top 50 Agency Companies (#46), Top 50 U.S. Promotional & Event Marketing Agencies (#9) by Advertising Age magazine. Derse employs more than 350 people in Atlanta, Chicago, Dallas, Las Vegas, Los Angeles, Milwaukee, Minneapolis, Nashville, New Jersey, Pittsburgh, San Diego and San Francisco. For more information, visit derse.com.

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