



FOR IMMEDIATE RELEASE

## Derse Wins 'Best in Print' 2009 EDDIE Award at EDPA Annual Conference

**Milwaukee, Wis. – January 5, 2010** – Experts in the trade show and event industry have awarded Derse the EDDIE award “Best Printed Matter” for its *Pause 2.0 – This time it's personal* print campaign implemented pre-show and post-show at EXHIBITOR2009. This is the seventh year in a row that Derse has been recognized with an award from the Exhibit Designers & Producers Association (EDPA).

For the first time in the award's history, the 2009 EDDIE Award was divided into four categories recognizing winners for the best in: Online Program, Printed Matter, Large Trade Show Exhibit and Small Trade Show Exhibit. Sponsored by the EDPA, the EDDIE Awards recognize the top exhibit builder and/or industry supplier for excellence in design, execution and results obtained in self-promotion.

"This year's EDDIE award winners represent the all-encompassing nature of the exhibit business and the importance of creative talent and design excellence pre-show, on-site and post-show," said Bill Haney, CEO of Derse. "We are delighted to be recognized among such talented peers for our creative print campaign that collaborated so well with experiential elements at EXHIBITOR."

Derse's seed idea for EXHIBITOR2009 was *Pause 2.0 – This time it's personal*. The execution of this idea communicated Derse's personal approach to addressing client's face-to-face marketing challenges. Two weeks before EXHIBITOR, attendees received a long (poster) tube that housed a 12" x 18" poster heralding the premier of *Pause 2.0 – This time it's personal*. Integrated into the poster, Derse customized the production's starring role to feature the recipient's name. After the show, every qualified visitor received a tangible mailer containing a photograph of their actual, personal guest engagement as it occurred in the Derse booth and a personalized note. The personalized note detailed elements from the discussion that began in the booth and informed the recipient that Derse would follow-up shortly to continue the conversation.

### 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](http://derse.com).

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