



FOR IMMEDIATE RELEASE
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Derse Wins Best of Show at EXHIBITOR2008

Milwaukee, WI – Derse’s unique and unconventional approach to face-to-face marketing has received yet another nod in the marketplace. At EXHIBITOR2008, Derse was awarded “Best of Show” honors for large exhibits for its unique representation of the seed idea “Create space for... pause.” The atmosphere on the show floor at the EXHIBITOR is typically chaotic, very loud and overloaded with graphics and messaging. The approach of competing with this chaos by being louder, taller, and bigger didn’t make sense to Derse designers in an environment already at sensory overload. “We believed that the smartest thing we could do was to whisk attendees away from all the noise, and create a space to pause... to think about challenges, and for us to learn about those challenges and explore if we may be able to help to overcome those challenges in creative ways”, remarked Pete Riddell, Director of Experiential Marketing.

Derse’s goal at EXHIBITOR2008 was to transform the exhibit into an embodiment of a “pause” – an experience that would deliver the attendees from the chaos of a show floor into an environment that would cleanse visitors’ mental palette, opening them up to conversations about how they might give *pause* to their customers. The physical environment at the show was unencumbered by anything extraneous that could distract the attendee from the ability to participate in a “pause-like” break from the show floor. The simple, clean setting maximized the ability of attendees and Derse booth staff to participate in meaningful face-to-face conversations. Periodically, the booth was enveloped by a fabric curtain, creating a respite from the show floor. The Visual Pause introduced an artistic representation of a pause, with a focus on addressing the ever-more-important need to slow time down, or pause and have time to face each other, one-to-one. While visiting, attendees were also encouraged to cleanse their palette by partaking in a light hospitality treat of sorbet.

Derse’s creation of the embodiment of pause was well-received by attendees. At many times the exhibit was at capacity with standing room only, and people outside the environment pressed against the corners of the exhibit to peek in with curiosity. The environment was the talk of the show and received accolades from many sources. In addition, early results on Derse’s goals for the show were exceeded, with 118% of its new prospect goal, while also surpassing other objectives of nurturing relationships with 127% of the targeted existing customers, and continuing relationship building with 108% of the targeted existing prospects. “The idea that ‘sometimes when everyone else is screaming, a whisper can be very powerful’ is what we intended to exemplify at this year’s show,” said Heather Rosenow, Vice-President of Marketing at Derse. “The environment we created ran contrary to anything this show has ever seen. The space was purposefully unencumbered by structure or mass-messaging, rather we kept the focus solely on creating space for the attendee to pause and have meaningful conversations with our staff about their greatest challenges.”

About Derse:

Derse is a complete face-to-face marketing company 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 employs more than 400 people in Atlanta, Chicago, Dallas, Las Vegas, Milwaukee, Minneapolis, and Pittsburgh. For more information, visit derse.com.

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