



Smarts

Feature Article:

Derse Challenges EXHIBITOR2011 Attendees to Step Outside their Comfort Zone

derse
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EXHIBIT MARKETING

Stepping Outside the Comfort Zone

Derse Challenges EXHIBITOR2011 Attendees to Step Outside their Comfort Zone

Derse recognizes that in this age of “new accountability,” face-to-face marketers may settle into a low-anxiety, low-risk pattern for their trade show programs – essentially a comfort zone. Comfort zones often create the illusion of security, but can also prohibit forward momentum. Derse’s intent at EXHIBITOR2011 was to encourage attendees to step outside their typical comfort zone and into a unique position to succeed and drive more meaningful results for their investments.

Derse’s quantifiable goals were to:

- Gather 70 new, qualified leads
- Nurture 25 existing customer relationships
- Build relationships with 40 existing prospects
- Receive two featured articles in industry publications



Comfort Zone



Outside the Comfort Zone

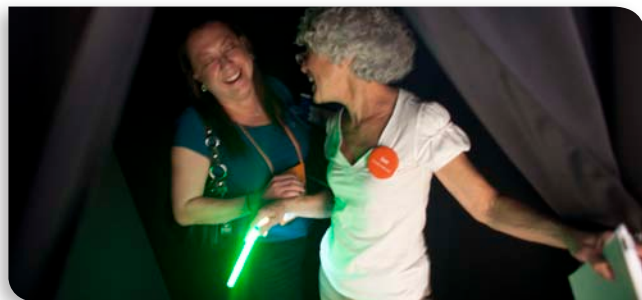
Smarter Solutions

Derse's seed idea, to have attendees step outside their comfort zone, was first communicated in a pre-show mailer and email blast. The mailers used QR codes to drive traffic to the Comfort Zone microsite (www.dersecomfortzone.com). Here, attendees could schedule a meeting with Derse at the upcoming trade show and learn more about the company.

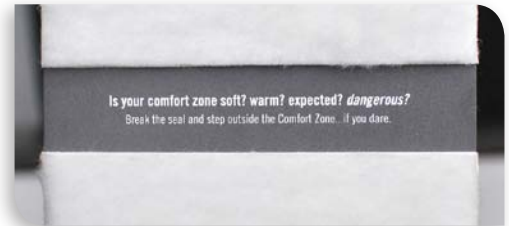
To evoke the contrast between zones in the booth, Derse split the booth in two sections. The Comfort Zone looked inviting – and the white space was illuminated with soft lighting and long strings hung overhead. Soothing music played while the scent of chocolate chip cookies wafted through the air. This was a very comforting respite from the chaos on the show floor.

Meanwhile, the Out of Comfort Zone was sleek, modern, and awash in gray and black – and was, at first glance, uncomfortable. Benches made of screws looked dangerous and uninviting, but were actually built to be very comfortable. Wild hibiscus flowers were offered as a delicious, “outside the comfort zone” hospitality.

Derse's campaign followed with a post-show mailer of a white shoe box with a card inside that read: “When stepping outside your Comfort Zone, it helps to be wearing the right shoes.” When recipients scheduled a meeting, Derse consultants would come in and help the company to assess how to optimize their face-to-face marketing programs. Then the consultants would deliver a coupon for the attendee to customize their own pair of Converse tennis shoes.



Booth staff guiding attendee through transition into Out of Comfort Zone



From top left: QR code, pre-show mailer, and dersecomfortzone.com microsite

Smarter Results

Derse helped a number of attendees take that first step out of their comfort zones, and the campaign results exceeded pre-set goals:

- Winner of EXHIBITOR2011 Best of Show: Booth Staff award
- Winner of Sizzle Award: Best Integrated Program
- Exceeded new lead goals by 19 percent
- 835 visits to www.dersecomfortzone.com in a 30-day period
- Exceeded existing customer relationship contacts by 140 percent
- Post-show mailers secured meetings with four new clients, five existing clients, and four existing prospects in the initial two weeks post-show
- Received 12 RFPs and gained five new clients valued at more than \$1 million

EXHIBIT MARKETING

Branded Environment Drives Cutting Edge Engagements

Zimmer Spine needs flexibility and creativity; Derse delivers



50' x 70' Exhibit Booth

Zimmer Spine, a worldwide leader in medical devices and surgical tools that provides comprehensive spine care solutions, recently put Derse's creativity to the test at the North American Spine Society's (NASS) Annual Meeting in Orlando.

Objectives for the design included:

- A cost-effective, modular 50' x 70' exhibit, scalable down to a 30' x 30' configuration
- Environment that conveys Zimmer Spine as fresh and innovative
- Provision of space for surgeons to engage with Zimmer Spine products and technologies

An additional challenge was encountered midway through the design process. Zimmer Holdings Inc., Zimmer Spine's parent company,

implemented a company-wide rebranding initiative, "Solutions by the People of Zimmer Spine," that now needed to become the primary message for the booth design.

Smarter Results

Derse's creative environment successfully integrated the new brand campaign. Zimmer Spine and Zimmer Holdings senior executives raved about Derse's creative flare and craftsmanship.

“It's perfectly aligned with our new brand.
It's open, inviting and engaging...

it's exactly what we needed.”

MARKETING ENVIRONMENTS

Smarter Approach, Superhero Results

Derse partners with ABC's Extreme Makeover: Home Edition to support local family

For many little boys, a superhero's headquarters is something you build using your imagination and some blankets in your basement; but for the Arboleda family's four young boys, Derse transformed this vision into a reality. ABC's Extreme Makeover: Home Edition (EM:HE) recruited Derse to help provide design elements for a top-secret specialty playroom for aspiring young superheroes, ages 3, 5, 7 and 9. While this was the challenge, the Derse team also contributed fabrication and installation services to aid in the swift turnaround of this project.



Home After Transformation



Home Reveal



Superhero Hand Scanners

Derse's solution incorporated high-tech, superhero-inspired extreme interactive elements:

- Hand scanners that activate the room with a subsonic rumble to reveal personalized superhero identities and costumes
- Centrally located command console for (4) personal computers and added storage space
- Integrated surveillance video allowing the superheroes to monitor their home's exterior and the parents to view the playroom

Smarter Results

This secret base provided the Mighty Arboleda's with an experiential environment to carry out their superheroic missions. Results included:

- An EM:HE staff member dubbed the Superhero Headquarters as one of the best rooms in the show's history, while the celebrity designer indicated the superhero room was the most technologically-driven room made by the show so far.
- Sunday night, prime time coverage on ABC aired several shots of the Derse logo, corporate headquarters building, graphics department, shop and staff, as well as on-screen closing credits, totaling 6% of the overall show air time.



Superhero Headquarters

“ We are so thankful for companies such as Derse, who have stepped up and donated their extreme creativity, innovativeness and willingness to go above and beyond that we are able to make the impossible possible for these deserving families. We cannot thank them enough for their generosity. ”

— Diane Korman, Senior Producer of Extreme Makeover: Home Edition

EXHIBIT MARKETING

Communicating Stability Despite Tough Economic Times

Hawker Beechcraft's message resonates at National Business Aviation Association

Hawker Beechcraft Corporation, a world-leading manufacturer of business, special-mission and trainer aircraft for businesses, governments and individuals worldwide with a global network of more than 100 factory-owned and authorized service centers, turned to Derse with the following objectives:

- Design, build and install an innovative 50' x 50' exhibit portraying their commitment to global customer support
- Focus environment on program development and strong customer service, emphasizing maintenance and brand awareness
- Incorporate cost saving measures and rental properties wherever possible to optimize investment

Smarter Results

Following a competitive RFP, Hawker Beechcraft selected Derse as their program partner based on creative ability and results-driven strategic prowess. Derse successfully transitioned new customer Hawker Beechcraft's program in-house while concurrently executing a new booth design. Hawker Beechcraft's commanding new exhibit presence was the talk of the show.



50' x 50' Exhibit Space



Product Demonstration

“ Thank you everyone! It was a breath of fresh air working with you! This was our most successful NBAA from the build of our displays to the conversation and sales during the show. We are looking forward to working with Derse and building the Hawker Beechcraft brand! What an amazing start to a great relationship! ”

— Kara Gardner, Manager, Marketing Communications