



FOR IMMEDIATE RELEASE  
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## Derse Wins the EDPA EDDIE Award for an Unprecedented Sixth Time

MILWAUKEE, WI – Experts in the trade show and event industry have awarded Derse the EDDIE award for its “Create Space for ... Pause” Communications Program that was unveiled at EXHIBITOR2008. This is the sixth year in a row that Derse has been recognized with this top prize from the Exhibit Designers & Producers Association (EDPA). Sponsored by the EDPA, the EDDIE Award recognizes the top exhibit builder and/or industry supplier for excellence in design, execution, and overall results obtained in self-promotion.

The basis of the campaign acknowledged that trade shows are competitive, busy and loud. Derse believed that it didn't make sense at EXHIBITOR to compete for visitors' attention by being louder, taller or bigger. The smarter approach was to whisk them away from the commotion and create a sanctuary in which they could pause ... to think about their face-to-face marketing challenges, for Derse to learn about those challenges, and for Derse to explore ideas to help them overcome those challenges in creative ways. At the show Create Space for .... Pause was achieved through a minimalist, clean 20' x 40' exhibit environment. The space was unencumbered by anything extraneous that would distract the attendee from the ability to participate in a “pause-like” break from the rest of the show floor. Inside the exhibit, Derse projected an immersive video, a Visual Pause, which was shown every 20 minutes on the overhead surrounding fabric in HD video. During this Visual Pause, the booth was enveloped by descending fabric panels that created a respite from the show floor. This Visual Pause represented an artistic interpretation of a pause, with a focus on addressing the ever-more-important need to slow time down, or to pause, and have time to face each other, one-to-one. Finally as attendees physically paused in the booth for conversations with staffers, they were also invited to cleanse their palettes by enjoying a scoop of refreshing sorbet.

Derse's Pause campaign also included coordinated pre-show, at-show and post-show components that continued to communicate the benefits of taking a pause. As a result of the show, Derse has achieved its ROI goals for the show, and earned the honor “Best of Show”.

“We're thrilled that Derse has again been recognized for outstanding promotions,” said Bill Haney, CEO. “We're especially proud to receive this recognition from our peers.”

### 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 employs more than 400 people in Atlanta, Chicago, Dallas, Las Vegas, Milwaukee, Minneapolis, and Pittsburgh. For more information, visit [derse.com](http://derse.com).

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