



FOR IMMEDIATE RELEASE

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Derse Creative Takes Home Two Awards from EVENT Design Magazine

Levi's Strauss Wins Best Green Environment; Cerner Takes Silver in Best Trade Show Design

Milwaukee, WI – December 15, 2009 Derse's award-winning creative teams today announced that they received two awards for excellence in trade show design. *Event Design* magazine awarded Derse with both Gold and Silver awards in its annual design competition.

"We are honored to see our work earn the attention of our peers and marketing industry experts," said Heather Rosenow, Vice President of Marketing at Derse. "We strive to produce engaging environments that deliver meaningful results and also promote sustainability. Our clients have responded exceptionally well to our green efforts and it is rewarding to be the leader of the green movement in the exhibit industry."

Earning *EVENT Magazine's* Gold Award in the *Best Green Exhibit/Environment* category was Derse's work for Levi Strauss. This award recognizes the exhibit or environment that utilizes sustainable and/or eco-friendly materials, fabrication, and waste-reduction. Judges evaluate the overall design in conjunction with the project's overall environmental measures.

Levi's Strauss asked Derse to design and build a (green) environment, which was both cost effective and environmentally friendly. Although 'green' has become synonymous with 'expensive,' Derse was able to deliver an exhibit that reduced their trade show spend and also used recycled and natural materials such as aluminum, canvas, sustainable woods and avoided the use of laminates, carpet, plastics.

With the exhibit solution resolved, Levi Strauss was still faced with how to dispose of the old exhibit property – 10 heavy shipping containers that were 15' or 20' long. Derse suggested donating the containers to Shiloh Horse Rescue & Sanctuary a non-profit that rescues abused, unwanted, neglected and slaughter-bound horses. Levi's Strauss embraced this recommendation, and proceeded with this action.

Derse was also recognized for their design of Cerner's exhibit at the RSNA 2009 Show. This exhibit won *EVENT Magazine's* Silver Best in Trade Show Design. *EVENT Magazine's* Best in Trade Show Design is awarded to the design that used the floor as a canvas to paint an experience. Exhibits are judged on the overall immersion, from the total physical footprint and structure to visitor experience, functionality, creativity, materials, and use of media.

When they approached Derse, Cerner was looking to enliven its trade show experience and promote a sense of unity which is reflected in their tagline, 'All Together.'" Derse's layout used circular and spherical shapes for inspiration to encourage the attendee's move through the Solutions Gallery and the trade show floor.

Due to the smart organization and visually attractive space, Derse was able to create a memorable, educational, hands-on environment that positioned Cerner as an industry leader in the challenges of healthcare technology management.

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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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