



FOR IMMEDIATE RELEASE
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**Derse Wins Best Booth Staff at EXHIBITOR2009
Personalized Approach Resonates with Attendees**

MILWAUKEE, WI – Derse's personalized approach to engaging its targeted audience earned the company the Best Booth Staff Award at EXHIBITOR2009. This highly coveted honor is especially valued, as it integrates many of Derse's core experiential approaches including – market research on the targeted audience, development, scripting and execution of a pre-, at- and post-show experiential seed idea, staff training, active audience engagement, customized measurement, and metrics analysis. Upon bestowing this honor, judges noted factors such as the Derse staff's "great energy, its engaging style and the sense of welcome" they created for visitors.

Derse's EXHIBITOR2009 *seed idea* of Pause 2 – This Time it's Personal, began with a personalized pre-show mailer and continued at the show with a living case study of how to put your face-to-face marketing dollars to work where those dollars will make the biggest impact. "Cost control does not necessarily mean sacrificing creating buzz, or engaging with audiences," said Rosenow. "It just means exhibiting smarter."

"We rolled up our sleeves and provided tangible ways that attendees could control costs or gain market share based on their needs" said Derse President Adam Beckett. "This is just the beginning of how we can help our customers reduce costs while continuing to connect with their target audiences."

Derse's approach to EXHIBITOR2009 is an extension of a larger initiative to help customers intelligently manage costs. "We are proactively reaching out to our customers with cost control suggestions and strategies so that they can administer their face-to-face marketing program as efficiently as possible," said Beckett, who hosted a webinar on those subjects with the company's customers in February. "And in some cases, identifying cost savings opportunities allows our customers to re-direct some funds in ways that enhance the attendee experience, leading to better results."

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 by Advertising Age magazine as one of the World's Top 50 Agency Companies (#45), Top 50 U.S. Marketing Services Agencies (#29), and Top 50 U.S. Promotional Agencies (#10). 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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