



FOR IMMEDIATE RELEASE

January 21, 2009

Derse is Honored with Two Prestigious Event Design Awards

MILWAUKEE – Derse’s award-winning creative team has received yet another honor for excellence in trade show design. *Event Design* magazine has awarded Derse with both Gold and Silver awards in its annual design competition.

“I am both pleased and honored to see Derse’s work recognized as amongst the best in the industry,” said Heather Rosenow, Vice President of Marketing at Derse. “We are always striving to produce engaging work and it’s extremely rewarding to see our team’s innovation acknowledged by respected members of our industry.”

Winning the Gold in the *Best Trade Show Environment (over 50’ x 50’)* category was an environment designed and produced for Sub-Zero, Inc. and Wolf Appliance, Inc. The primary objective was to create imaginative “Inspiration” environments with the intention of showing home designers poetic and metaphorical expressions of the brands - not just a great kitchen design.

Derse’s solution was a complete departure from Sub-Zero’s previous exhibits with newly added soaring ceilings and wide open spaces. The new environment featured Sub-Zero and Wolf’s complete product line-ups so that attendees could easily focus on the individual features and benefits of each product. To support the company’s new brand initiative, the products were set against large-format graphic prints of mouth wateringly fresh produce. As added inspiration for the target audience, Derse worked with renowned kitchen designer Mick De Giulio and interior designer Jamie Drake to develop the two very different Inspiration expression areas each featuring Sub-Zero and Wolf products in new and unexpected ways such as mounting a Wolf range on meat cleavers and setting on illuminated red glass to evoke hot coals.

Earning Derse the Silver award in the *Best Green Exhibit/Environment* category, was its work for Delta TechOps, a division of Delta Airlines. The primary objective was to design an environment that communicated the warmth and service that is delivered in Delta Crown Rooms. A second challenge was to locate and incorporate green or environmentally-sensitive materials to reinforce Delta’s commitment to the environment.

The use of recycled materials to reinforce Delta TechOps’ commitment to the green movement was a focused effort by Derse’s designers from the very first sketches. Although green materials are perceived as costing up to 30% more than that of a commonly used virgin material, the challenge comes from designing striking exhibits using green materials while meeting the client’s budget parameters. The Delta exhibit design achieved a 47% green/recycled content from the use of recycled carpet, bamboo, cork, and GreenGuard laminates.

Derse designers drew inspiration from the warm comfort and hospitality that customers experience in the Delta Air Lines Crown Room Clubs and created an environment that was open, welcoming, warm, and rich. To further strengthen the tie with Delta Crown Rooms, guests were personally guided to a raised hospitality area where they were offered a drink or appetizer at the bar and had the option to sit down in casual seating areas, bar tables or in a private conference room.

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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 (#45), Top 50 U.S. Promotional Agencies (#10), and Top 50 U.S. Marketing Services Agencies (#29) by Advertising Age magazine. 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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