



FOR IMMEDIATE RELEASE

DERSE ISSUES CLARION CALL FOR MARKETERS TO CHALLENGE CONVENTION

Challenging the status quo key to Derse's 2010 Strategy

MARCH 11, 2010 – MILWAUKEE, WI – With marketing dollars never so precious and results never so urgent, Derse's Exhibitor 2010 campaign 'Challenge Convention' sets out to challenge the most pressing issues faced by exhibit and event industry professionals.

"Things are different for companies and marketers as a result of the financial crisis. In this climate, there is opportunity for the smart, the decisive and those willing to step out as leaders to challenge the perceived industry standard," said Heather Rosenow, Vice President of Marketing. "Derse has long been known for our unique face-to-face marketing antics and this year's Derse presence is sure to deliver."

From a pre-show mailer stamped 'Convention #17: Direct Mail is Dead,' to a highly interactive microsite (challengeconvention.com) for attendees to visit and submit stories of their own, to scripted aisle engagement that is sure to surprise and delight—this campaign will challenge every aspect of the face-to-face marketing industry status quo.

Throughout the Exhibitor2010 experience, Derse will be putting 36 conventions of smart design, getting the most out of budgets, maximizing & measuring results, social media, and virtually every facet of the customer experience to the test for your consumption, discussion and inspiration. We even encourage you, members of the press, to visit Challengeconvention.com for all things Challenge Convention-ish, video documentation of our antics, and the opportunity to follow us and offer your two cents.

Derse's approach to EXHIBITOR2010 is an extension of a larger initiative to help customers challenge what is perceived as 'normal and accepted' within the industry. We serve as committed strategic partners to our clients and our goal is to effectively push creative limits, help them creatively control their costs while exceeding expectations and prove the return on investment of face-to-face marketing engagements as a vital role in their marketing mix.

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. Follow us on Twitter at www.twitter.com/dersesocial

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