



FOR IMMEDIATE RELEASE

Derse Continues to Expand; Staffs West Coast Sales Office

Angela Delatore and Linda Winningham Join New Los Angeles Sales Office

Milwaukee, WI – November 30, 2009 – Derse, a complete face-to-face marketing agency, today announced the expansion of its sales capabilities to a new Los Angeles Office. Leading this surge in growth are new hires Angela Delatore, Account Executive, and Linda Winningham, Account Manager. Derse’s financial strength and stability enables the company to focus on areas of strategic growth, and the addition of this Los Angeles division is our second move to the West Coast this year. In July 2009, Derse also opened a new sales location in San Diego, CA.

“Delatore and Winningham bring an incredible amount of experience and passion for helping clients achieve success through face-to-face marketing initiatives,” said Logan Terry, General Manager of Derse’s Las Vegas Division. “Their knowledge and expertise compliments our existing team and we look forward to collaborating on strategic solutions for our existing and new clients.”

Delatore brings over 18 years of sales experience focused on tradeshow and global event execution. At Derse, she will be responsible for overseeing accounts, strategic planning and new business development. Prior to joining Derse, Delatore spent seven years as Account Executive and just over ten years in sales at respected exhibit shops. She was recognized as the top sales executive 6 out of 10 years. She is also an active member of International Federation of Exhibit Suppliers (IFES) and exercises her knowledge as a guest speaker at conferences across the country.

Alongside Delatore, Winningham will be responsible for the day-to-day management of existing client projects, show management and planning. With a combined 38 years of industry experience, they will work together to create high performance tradeshow and event program solutions that deliver meaningful results.

Winningham comes to Derse from a large exhibit design firm where she worked as Account Manager for the past eight years. Previous to working on the agency side, she worked as an internal trade show and event manager for a California based company, and brings incredible insight from other sales positions.

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, Milwaukee, Minneapolis and Pittsburgh. For more information, visit derse.com.

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