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DERSE RECEIVES TWO MOD AWARDS: BEST GREEN EXHIBIT AND BEST 10x20

Modular exhibit designs for Cray and Illumina honored at Annual MOD Awards Program

MARCH 24, 2010 – MILWAUKEE, WI – At the fourth annual MOD Awards, held at the Four Seasons Hotel in Las Vegas on March 16th, Derse was honored with two awards recognizing their creative solutions in two categories – Best 10 x 20 Exhibit and Best Green Exhibit. Over 250 industry professionals attended the event that was hosted by celebrity television and radio personality Leeza Gibbons and emceed by Dan Hanover, editor and publisher of Event Marketer and Event Design magazines.

“We are honored to win in two categories at this year’s MOD Awards,” said Heather Rosenow, VP of Marketing at Derse. “To be selected among such creative designs and especially by such a talented audience of our peers reinforces our position in the marketplace. We understand the issues our clients face and constantly look for flexible solutions to meet their changing needs with portable and modular designs.” Although 2009 was a difficult year for many in the industry, over 200 entries were submitted to the competition’s nine categories.

Best Green Exhibit

Derse was awarded Best Green Exhibit for its design of Cray’s 30x40 exhibit at Supercomputing 2009. With the goal of integrating green materials wherever possible, Derse designers created an environment that was eco-friendly, warm and inviting. Green materials used in the exhibit included:

- Bamboo tabletops and 100% non-woven polyester textiles
- Sustainable flooring – Bio-PDO carpet
- Recycled exhibit panels in new design configuration
- Rental lighting and A/V equipment to reduce waste and ensure reuse
- Rental metal extrusion systems that integrated track lighting and fabric graphics to reduce exhibit weight and production costs
- Kirei - Coco Tiles made from reclaimed coconut shells, low-VOC resins and sustainably harvested wood backers

Cray’s exhibit environment was very clean and simple with minimal distractions. Two large 3Form Parametre panels bracket the exhibit and stretch from 16’ above the exhibit floor down to the ground. Kiosks, monitors, and product are placed throughout the exhibit to allow free traffic flow.

Best 10x20

The award for Best 10x20 also went to Derse for its work on Illumina’s exhibit at American Society of Human Genetics Conference. Illumina develops integrated systems for genetic analysis. Their developments are ground-breaking and their brand approach is fresh, minimal and modern. Derse chose to circumvent conventional wisdom and develop an inline exhibit comprised almost entirely of high resolution LED panels, bypassing the static visuals traditionally used in biotechnology displays for technology driven visuals.

To maximize the space and best engage guests, Derse embedded all of the media into the back of the exhibit which significantly opened the booth space. Ultimately Derse felt that the level of technology in the design should parallel the advanced thinking woven into the fiber of Illumina.

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

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